Broadcasting Nov 5

Reaching over 117,000 readers every week — 60th Year 1990

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Methodology, response rates lead to Arbitron, Birch share differences

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Orion bets on Woolery: Mud flies in syndication; Overseas help for CBS

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Exclusive inside look at King Broadcasting

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New cost estimates: Suddenly, HDTV looks feasible

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Vol. 119 No. 19

EXCLUSIVE INTERVIEW: TCI's John Malone

Broadcasting ◼ Nov 5

THIS WEEK

27 / THE BEARS HAVE IT

The 1991 economic outlook for television stations may not be bleak but it is cautious. Those who see any gain at all are figuring in single digits, and some are figuring flat. Still in question, however, is the outlook for profits.

29 / THE VIEW FROM CABLE'S OLYMPUS

TCI Chief Executive Officer John Malone—in this state-of-the-business interview—discusses the demise of the cable bill, the likelihood of FCC action on effective competition, a civil antitrust safeguard that could keep the telcos in check, the prospects for Skypix, the phone-service-friendly cable system of tomorrow and the red ink that could soon flow from media companies.

31 / ELECTION COMPETITION

Network news executives will no longer be racing to tabulate results on Election Day, thanks to the debut of pooled research by Voter Research & Surveys. The four-network venture will give CNN its first access to an election exit-polling unit and will likely mean more room for analysis on all four major networks.

Malone talks (page 29)

William S. Paley 1901-1990 (page 35)

32 / BUSTER BUSTED, BUT PPV HAPPY

The heavyweight fight between Evander Holyfield and James Buster Douglas not only left Holyfield champ, but gave the pay-per-view industry a taste of what winning feels like.

35 / END OF AN ERA

CBS Chairman William S. Paley—businessman, showman and bon vivant, whose own high profile and good taste helped create the image of the company he is credited with founding—died Oct. 26 in New York. Under his direction for more than 60 years, CBS became known as "the Tiffany network," whose dominance in TV news and entertainment made CBS the network to beat and Paley its unquestioned master. Although the matter-of-fact trading accorded the news of his death indicated that, from a business perspective, Paley's exit from the company was uneventful (page 38), his historical legacy continues. Said Walter Cronkite: "The pioneer era in the history of broadcasting dies with William Paley."

40 / DOING VIOLENCE TO TV

As it finalized its budget package and rushed toward adjournment, Congress took time to pass legislation aimed at stemming violence in broadcast and cable programing. The bill grants broadcasters and cable programers a three-year exemption from the antitrust laws for the purpose of establishing industry guidelines limiting TV violence.

42 / ANTITRUST VIOLATION?

On Dec. 10 a federal judge in Chicago will begin to hear arguments that the National Basketball Association's new rule limiting the number of NBA games allowed to be telecast via cable superstations violates antitrust law.

43 / MORNING TALK

Orion Television is counting on veteran game show host Chuck Woolery (currently host of *Love Connection*) to crack the tough morning talk show market. A factor yet unknown, however, is how successfully Woolery can make the transition from game show to talk show.

44 / SYNDICATION HARD-BALL

As competition in the syndication business increases, marketing tactics are becoming more aggressive than ever. In some cases this season, say sources, TV syndicators are distributing inaccurate information about the shows of their competitors. Paramount's proposed new talk show for fall 1991, *The Maury Povich Show*, is a prime target.

48 / CBS OVER THERE

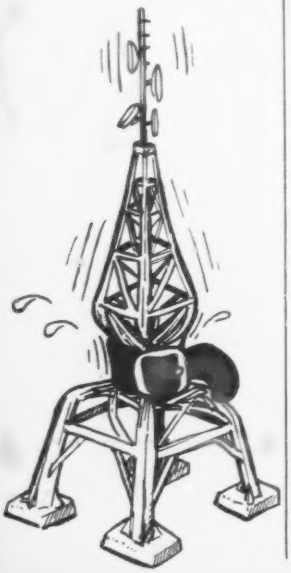
With production costs soaring and foreign co-production deals becoming more commonplace as a means to offset some of those costs, no one has embraced the partnerships more aggressively than CBS. Struggling with its past efforts to find a solution in the late night time period, CBS said it will fill the 11:30 p.m. to 12:30 p.m. time slot with five action-adventure dramas in checkerboard fashion. All five of the projects are co-production arrangements between U.S. and foreign producers.

49 / BLAIR EXPANSION

Blair Entertainment is expanding its production and distribution activity beyond syndication. The company has pitched a new reality show to the USA Network and also has a network mini-series in the works.

51 / 'SAME DIFFERENCE'

Comparisons of Arbitron and Birch data indicate that certain formats and stations traditionally fare more favorably in the Arbitron survey than they do in Birch, and vice versa. Tracked over a five-year period, the average differences by format are notable and, except for some survey fluctuations, constant.



Taking up PPV fight (page 32)

53 / WATERLOO?

The FCC is expected to adopt new rules governing changes of broadcast stations' community of license that will probably scuttle the controversial plan of Emerald Broadcasting (owned by broker-broadcaster Tom Gammon) to move its rural Alabama FM some 90 miles to the Atlanta suburb of Sandy Springs, Ga.

53 / DAB SYSTEM PROPOSAL

An inventor claims to have developed a system for transmitting digital audio signals within the current FM band without disrupting the current analog service there.

55 / CLOSE INSPECTION

A previously undisclosed financial statement for King Broadcasting shows operations still improving. Discussions with potential buyers of the Seattle-based group owner and cable MSO are continuing.

58 / ORION GOES EQUITY HUNTING

Disappointing theatrical releases and its growing debt load has prompted Orion Pictures Corp. to retain Salomon Bros. Inc. to help the studio raise equity capital.

62 / SLASHING HDTV'S PRICE TAG

Following release of CBS and Public Broadcasting Service studies on conversion costs, over-the-air HDTV service by mid-1990's appears more feasible than ever. Regulatory questions over the definition of "simulcast" service are beginning to draw increased attention.

68 / REPORT FROM THE FRONT

Fresh from their trip to Eastern Europe, FCC Chairman Alfred Sikes and Janice Obuchowski, director of the National Telecommunications and Information Administration, said that America should not expect the emerging democracies of Hungary, Czechoslovakia and Romania to adopt broadcasting systems similar to those found in the U.S. There are, however, still plenty of opportunities for American businesses.

87 / LOOKING FOR VIDEO ADVANCES

Former video artist David Niles, president of Captain, his Paris and New York-based production company, likes the power and realism of HDTV pictures.

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RATINGS ROUNDUP

In the most hotly contested week of the season—three tenths of a rating point separated first from third places—NBC took first place with a 12.5 rating. ABC was second with a 12.4, and CBS was third with a 12.2. All three networks averaged a 21 share. CBS shows captured three of the top five positions for the week. The week's top five were: *60 Minutes* (CBS), *Cheers* (NBC), *Roseanne* (ABC), *Designing Women* (CBS), *Murphy Brown* (CBS).

Week 6

Oct. 22–Oct. 28

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	▲	21.1/34	C	60 Minutes
2	▲	20.4/32	N	Cheers
3	▲	20.1/31	A	Roseanne
4	▲	19.9/30	C	Designing Women
5	▲	18.6/28	C	Murphy Brown
6	▲	18.5/27	C	Murder, She Wrote
7	▲	18.1/27	A	Amer. Funniest Videos
8		18.0/29	N	Cosby
8	▲	18.0/33	N	Empty Nest
10	▼	17.9/29	N	A Different World
11	▲	17.2/27	A	Doogie Howser, M.D.
12	▲	17.0/27	A	Who's the Boss?
13		16.8/26	N	Matlock
14	▲	16.7/26	A	Coach
15	▲	16.5/26	A	Growing Pains
15		16.5/25	N	Heat Of The Night
17	▲	16.4/31	N	Golden Girls
17	▲	16.4/29	A	Monday Night Football
19	▲	16.2/27	A	Wonder Years
20	▼	16.1/23	A	Amer. Funniest People
21	▲	16.0/25	A	Head Of The Class
22	▲	15.9/26	N	Unsolved Mysteries
23	▲	15.8/29	A	Family Matters
24	▲	15.7/29	A	Full House
24	▲	15.7/24	C	Major Dad
24	▼	15.7/25	F	Simpsons
27	▼	15.6/27	N	L.A. Law
28	▼	15.1/25	N	Grand
29	▲	14.3/27	N	Carol & Company
30	▲	14.0/24	C	Knots Landing
31	■	13.7/24	N	Law And Order
32	▲	13.5/22	A	Married People
33	▲	13.4/22	C	Movie:Archie's Wife
33		13.4/24	N	Hunter
35	▲	13.2/22	N	Movie:Lethal Weapon
36		13.1/20	C	Rescue: 911
37	▼	12.9/20	F	Married...With Children
38	▲	12.8/23	A	Perfect Strangers
38		12.8/24	A	20/20
40		12.6/21	C	Movie:K-9
40	▲	12.6/21	C	Trials Of Rosie O'Neill
42		12.5/20	C	Jake And The Fatman
43	■	12.4/23	C	Over My Dead Body
44	▼	12.3/20	N	Fresh Prince Of Bel Air
44	▼	12.3/20	N	Movie: Extreme Close-Up
46	▲	12.2/20	C	Uncle Buck
47		12.0/17	F	In Living Color Spec.
48		11.7/19	N	Dear John
49		11.5/21	A	Going Places
49	▲	11.5/19	A	Macgyver
51	▲	11.4/23	N	American Dreamer
52	■	11.3/20	C	WIOU
53	▼	11.1/16	F	In Living Color
55	▼	10.8/19	A	Movie: Stakeout
56	▲	10.7/17	C	Flash
57	▲	10.3/17	A	Gabriel's Fire
58	▼	10.2/16	A	Father Dowling
59	▼	10.1/16	N	Ferris Bueller
60	▼	9.9/18	N	Night Court
60	▲	9.9/17	A	Primetime Live
62	▼	9.7/17	A	thirtysomething
63		9.6/15	N	Fanelli Boys
64	■	9.2/15	C	48 Hours
65	▲	8.9/14	C	Doctor, Doctor
66		8.7/16	C	Evening Shade
67		8.6/16	C	Bagdad Cafe
67	▼	8.6/17	N	Working It Out
69	▼	8.5/16	N	Midnight Caller
69		8.5/17	A	Young Riders
71	▲	8.4/15	N	Wings
72	▲	8.1/16	N	Parenthood
72	▲	8.1/16	N	Quantum Leap
74	▲	7.9/13	C	Top Cops
75	▲	7.4/12	F	Babes
75	▼	7.4/14	A	Twin Peaks
77	▲	7.3/13	A	Cop Rock
78	▼	7.1/11	F	Good Grief
79		6.9/13	C	Hogan Family
79	▲	6.9/11	F	Parker Lewis
81		6.5/12	C	One Survived
82		5.9/11	F	Amer. Most Wanted
83		5.8/11	A	China Beach
83		5.8/12	C	Family Man
85	▲	5.7/11	F	Cops
86		5.6/8	N	Larry King
86	▼	5.6/9	F	True Colors
88	▼	5.4/9	F	Beverly Hills, 90210
89	▼	4.8/10	F	Totally Hidden Video
90		4.3/7	N	Lifestories
91	▼	3.9/8	F	Haywire
92	▼	3.5/6	F	American Chronicles
92	▼	3.5/6	F	DEA
94		2.9/5	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 21

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.4	214	93
2	Jeopardy! (King World)	11.2	208	94
3	Star Trek: Next Generation (Paramount)	10.9	234	98
4	Oprah Winfrey (King World)	8.5	219	99
5	Entertainment Tonight (Paramount)	8.2	165	95
6	Cosby Show (Viacom)	7.9	204	98
7	Current Affair (20th Century Fox TV)	7.6	186	94
8	Wheel of Fortune, wknd. (King World)	6.3	169	78
9	Donahue (Multimedia)	5.6	226	96
10	Inside Edition (King World)	5.4	123	80
11	21 Jump Street, syn (Cannell Dist.)	5.2	129	92
12	Star Search (TPE)	5.0	165	95
13	Captain Planet (Turner Prog. Svcs.)	4.6	213	98
13	Super Force (Viacom)	4.6	162	94
13	Talespin (Buena Vista)	4.6	170	96

* Nielsen weekly pocketpiece

Source: *Nielsen and Broadcasting's own research.*

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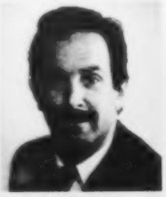
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PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$246,000** □ **4**
FM's □ **$205,000** □ **2**
AM-FM's □ **$4,587** □ **1**
TV's □ **$0** □ **0**
Total □ **$455,587** □ **7**

Year to Date:
AM's □ **$90,500,068** □ **336**
FM's □ **$456,722,626** □ **217**
AM-FM's □ **$344,240,227** □ **193**
TV's □ **$798,841,900** □ **82**
Total □ **$1,690,304,821** □ **728**

For 1989 total see Feb. 5, 1990 BROADCASTING.

KMGC(FM) Dallas ■ Sold by Shamrock Broadcasting to Nationwide Communications Inc. for KWSS(FM) Gilroy, Calif. and $5 million-$10 million cash. Value of KMGC is approximately $16 million. **Seller** is headed by William Clark, and owns radio stations in San Francisco; Detroit; Houston; Atlanta; Seattle; Pittsburgh; Phoenix; Denver, and Kansas City, Mo..; and TV stations in Abilene and Waco, both Texas. **Buyer** is headed by Steve Berger and owns radio stations in Seattle; Las Vegas; Tucson, Ariz.; Sacramento, Calif., Phoenix; Cleveland; Columbus, Ohio; Orlando, Fla.; Baltimore, and Winston-Salem, N.C.; and TV stations in Green Bay, Wisc.; Knoxville, Tenn.; Minneapolis, and Richmond, Va. KMGC has adult contemporary format on 102.9 mhz with 100 kw and antenna 1,570 feet above average terrain (CP to change antenna to 1,348 feet). KWSS has CHR format on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain. *Brokers: Blackburn & Co. and Kalil & Co.*

WASK-AM-FM Lafayette, Ind. ■ Sold by Lafayette Broadcasting to Schurz Communications Inc. for $8.5 million. Deal in 1983 (''Changing Hands'' March 28, 1983) for $2.4 million fell through. **Seller** is headed by Hal Youart, and is subsidiary of Duchossois Communications Co, licensee of KDSM-TV Des Moines, Iowa; KGYK(AM) and KKLD(FM) Tucson, Ariz., KQPT(FM) Sacramento, Calif., and WHFS(FM) Annapolis, Md. **Buyer** is headed by Franklin Schurz Jr., and is licensee of WSBT-TV, WSBT(AM) and WNSN(FM), all South Bend, Ind.; WDBJ(TV) Roanoke, Va.; WAGT(TV) Augusta, Ga., and KYTV(TV) Springfield, Mo. WASK(AM) is fulltimer with adult contemporary format on 1450 khz with 1 kw. WASK-FM has modern country format on 105.3 mhz with 50 kw and antenna 375 feet above average terrain.

WXRA(AM)-WEGZ(FM) North Syracuse, N.Y. ■ Sold by Lorenze Broadcasting to Syracuse Broadcasting for $1.25 million in asset sale. **Seller** is headed by Frank Lorenz, who also owns WBLK(FM) Depew, N.Y. **Buyer** is headed by Larry Levite, who also owns WBEN(AM) and WMJQ(FM) Buffalo, N.Y. WXRA is fulltimer with Beautiful Music format on 1220 khz with 1 kw. WEGZ has AOR format on 100.9 mhz with 3 kw and antenna 165 feet above average terrain.

WGGA(AM) Gainesville-WGGA-FM Cleveland, both Georgia ■ Sold by WGGA of Gainesville Inc. and Communications Marketing Service Inc. to Advantage Media Inc. for $1.225 million. Price includes $100,000 cash at closing, with remaining balance assumption of debt to be financed by seller. Sale of AM for $750,000 in July 1983 (''Changing Hands'' July 4, 1983) fell through. **Seller** is headed by Terry W. Barnhardt and has no other broadcast interests. **Buyer** is headed by C. B. Rogers and has no other broadcast interests. WGGA(AM) is fulltimer with adult contemporary and oldies format on 1240 khz with 1 kw. WGGA-FM has adult contemporary format on 101.9 mhz with 3.2 kw and antenna 500 feet.

KOLT-FM Santa Fe, N.M. ■ Sold by Mesa Grande Broadcasting Co. to Clairmor Broadcasting Inc. for $1 million. Deal for KOLT (formerly KNMQ) in August 1988 for $1.55 million (''Changing Hands'' Sept. 12, 1988) fell through. **Seller** is headed by James M. Ellis, Melvin P. Hemmer and Jack Kelly, and also owns KQMQ-AM-FM Honolulu. **Buyer** is headed by Braiker Family Trust; Morton and Claire Braiker are beneficiaries and have no other broadcast interests. KOLT has CHR format on 105.9 mhz with 100 kw and antenna 1,936 feet above average terrain. *Broker: Kalil & Co.*

KOZT(FM) Fort Bragg, Calif. ■ Sold by Keffco Inc. to Thomas Yates for $350,000. Price includes $50,000 cash at closing and balance to be financed by seller. Station was acquired in April 1988 with KWFN(AM)-KVRE(FM) Santa Rosa and KWTR(AM)-KXBX(FM) Lakeport, all California, and KZAM-AM-FM Eugene, Ore., for $5.4 million (''Changing Hands'' April 11, 1988). **Seller** is headed by James Kefford and also has interest in KRRS(AM)-KXFX(FM) Santa Rosa, Calif. **Buyer** has no other broadcast interests. KOZT has adult contemporary format on 95.3 mhz with 1.23 kw and antenna 464 feet. *Broker: Brett Millar, Millar Co.*

SATELLITE

SATELLITE BUILDERS AND LAUNCHERS LEAD CONTINUED U.S. COMMERCIAL SPACE GROWTH

Projecting $2.8 billion to $3.6 billion increase in overall revenue, Commerce Department sees transponder lease, equipment manufacture income growing

Burgeoning international competition will not stop U.S. manufacturers and providers of space-related goods and services from earning higher profits this year, according to a Department of Commerce study issued late last month. Leading the way in expanding existing businesses related to satellite communications will be U.S. commercial satellite builders, who are expected to reap more than $1 billion in 1990 nongovernment sales, almost twice their income two years ago.

Commercial satellite launch providers and new mobile satellite services, both reporting no revenues two years ago, will earn hundreds of millions of dollars this year. Satellite operators, earth station manufacturers and remote sensing services will also enlarge their incomes significantly.

Overall, commercial space industry revenue is expected to increase by more than $800 million, nearly $2.8 billion in 1989 to $3.6 billion in 1990. Approximately $500 million of the increase is to come from the satellite construction and launch providers.

Undertaken by the Office of Business Analysis, Economic and Statistics Administration at the behest of the Office of Space Commerce, the 42-page report, including 20 charts and tables of statistics, estimates that in 1990 the U.S. commercial launch industry will experience a 400% increase in sales, from $159 million in 1989, to $610 million in 1990, making it "the fastest growing sector of the commercial space" industries, despite "the fiercest" competition from the 11-nation Arianespace group and speedy development of launch industries in China and Japan.

Launchers of medium and large communications satellites, including McDonnell Douglas, General Dynamics and Martin Marietta, will bring in the lion's share of the $610 million, although builders of small expendable launch vehicles are expected to earn $32 million—$10 million of that from commercial clients. Launch insurance rates for communications satellites, which had been declining before the loss of two insured Japanese birds aboard an Ariane rocket in February, have leveled off at 16%-20% of payload value.

Revenue figures for the launch industry include government space expenditures for commercial launch services, and the report notes the influence of the 1984 Commercial Space Launch Act and Land Remote Sensing Commercialization Act, as well as an important 1989 directive from President George Bush that "governmental space sectors shall purchase commercially available space goods and services to the fullest extent feasible."

Satellite manufacturers are to deliver 10 birds in 1990, all for export and valued at $1 billion. And from 1991 through 1993, they are to deliver 57% of the 51 satellites on order for delivery worldwide. France follows with 17% of the prime contracts, the United Kingdom with 10%, during that three-year period.

Calling ground station equipment manufacturer "the fastest growing satellite-related industry," the Office of Space Commerce said it expects earth station sales to increase from $600 million in 1988, and $750 million in 1989, to $850 million in 1990.

With broadcast and cable networks generating nearly 60% of business, domestic U.S. satellite operators will see approximately $800 million in revenue in 1990 from the lease of 482 transponders aboard 17 communications birds—up from $750 million on 520 transponders in 1989.

More than 230 private satellite networks deploying approximately 50,000 earth stations now comprise the "largest market for ground station equipment," said the report, which projected increased revenue for manufacturers of ground segment equipment: from $750 million in 1989 to $850 million in 1990. —PDL

U.S. COMMERCIAL SPACE SECTOR REVENUES

Revenue (in millions of dollars) from sales of space-related goods and services to U.S. private industry and export markets; includes only government space expenditures for commercial launch services. 1990 figures are projections.

	1988	*1989*	*1990*
Commercial Satellites	$550	$900	$1,050
Transponder Leasing	600	750	800
Earth Stations	600	750	850
Commercial Launches	0	150	610
Remote Sensing	90	115	140
Mobile Satellite Services	0	100	165
Total	$1,840	$2,765	$3,615

Notes: Revenues are estimated by Department of Commerce and Department of Transportation analysts from industry sources and are available in the "U.S. Industrial Outlook," a Commerce publication. **Sources:** Commercial Satellites: Dept. of Commerce, Office of Space Commerce. Commercial Launches: Department of Transportation, Office of Commercial Space Transportation. Earth Stations: Department of Commerce, Office of Telecommunications. Transponder Leasing: Department of Commerce, Office of Telecommunications. Remote Sensing: Department of Commerce, Office of Space Commerce. Mobile Services: Company officials, Gartner Group. Reproduced from U.S. Department of Commerce, Office of Space Commerce Economics and Statistics Administration publication, "Space Business Indicators," June 1990.

Rockmart, GA, and is president and 51% stockholder of Thomasville Radio Inc., licensee of WLOR-AM-FM Thomasville, GA. Action Oct. 12.

■ **WBIT(AM)-WDDQ(FM) Adel, GA** (AM: BAL900830EG; 1470 khz; 1 kw-D, 350 w-N; FM: BALH900830EH; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from D.R.R. Broadcasting Inc. to Williams Investment Co. for $164,148.13. Seller is headed by R.A. Acree and has no other broadcast interests. Buyer is headed by John L. Williams, James Michael Williams, John Richard Williams, Robert Steven Williams and Debra McNeal, and has no other broadcast interests. Action Oct. 16.

■ **WXGL(AM) Lewiston, ME** (BAL900313EE; 1240 khz; 1 kw)—Granted app. of assignment of license from Airborne Broadcasting Co. to Christian Family Radio Inc. for $75,000. Seller is headed by David O. Dulac and John J. Pineau and has interest in Sunspot Broadcasting Co., licensee of WKIT-AM-FM Brewer, ME. Buyer is headed by Richard D. Gleason, who is majority owner of WTME(AM) Auburn, WOXO(FM) Norway, and WKTQ(AM) South Paris, all Maine. Action Oct. 16.

■ **KREL(AM) Henderson, NV** (BAL900530EA; 1280 khz; 5 kw-D)—Granted app. of assignment of license from KREL Inc. to S&R Broadcasting Inc. for $600,000. Seller is headed by Douglass R. and Jane Price, husband and wife. Buyer is headed by Paul R. Ruttan, Scott Gentry, James L. Garnett, Eddie Escobedo, Camilo Corral and Antonio Carranza. Scott Gentry is director of Bountiful Broadcasting Inc. ("BBI"), licensee of KLVV-FM Bountiful, UT. BBI is wholly headed subsidiary of D&B Broadcasting Co., licensee of KTKK(AM) Sandy, UT. Paul Ruttan is operation manager of KREL(AM) Henderson, NV. Action Oct. 16.

■ **KQEO(AM)-KMGA(FM) Albuquerque, NM** (AM: BAL900412EA; 920 khz; 1 kw-D, 500 w-N; FM: BALH900412EB; 99.5 mhz; 19.5 kw; ant. 4,134 ft.)—Granted app. of assignment of license from PCC of New Mexico Inc. to C.T. Robinson, William C. Moyes, Nicholas J. Verbitsky and Robert W. Clark for $750,000. Seller is headed by Richard K. Penn, William H. Leighner and Morgan Penn and its parent company, Penn Communications Corp., is parent of PCC of Colorado Inc., licensee of KVOR(AM)-KSPZ(FM) Colarado Springs, CO. Buyers have no other broadcast interests. Action Oct. 17.

■ **WGLI(AM) Babylon, NY** (BTC900705EG; 1290 khz; 250W-U)—Granted app. of assignment of license from Spanish Radio Network to SRN Texas Inc. for no financial considerations (see WQBA-AM-FM Miami, FL). Seller is headed by McHenry T. Tichenor. Buyer is headed by Tichenor, David D. Lykes, Ricardo A. Del Castillo. Action Oct. 16.

■ **WADO(AM) New York, NY** (BTC900621EG; 1280 khz; 5 kw-U)—Granted app. of assignment of license from Spanish Radio Network to SRN Texas Inc. for no financial considerations. Seller is headed by McHenry T. Tichenor. Buyer is headed by McHenry T. Tichen, David D. Lykes, Ricardo A. Del Castillo, and has interest in Spanish Radio Network, licensee of WQBA-AM-FM Miami, FL, and WGLI(AM) Babylon, NY. Tichenor Media Systems Inc., licensee of KGBT(AM)-KIWW(FM) Harlingen, KCOR(AM) San Antonio, KLAT(AM) Houston and KBNA-AM-FM El Paso, all Texas, and WIND(AM) Chicago and WOJO-FM Evanston, both Illinois. Action Oct. 16.

■ **WJQZ(FM) Wellsville, NY** (BALH900827GR; 93.5 mhz; 1.45 kw; ant. 466 ft.)—Granted app. of assignment of license from Scenic Sounds Inc. to Erin Communications Inc. for $400,000. ("Changing Hands," Sept. 10). Seller is headed by Terry C. Swift, Michael T. Baldwin and Louis Mason. Buyer is headed by John R. and Elaine A. Murphy, husband and wife, and Joseph A. and Anne A. Shambo, husband and wife, and has no other broadcast interests. Action Oct. 16.

■ **WKEG(AM) Washington, PA** (BAL900802EG; 1110 khz; 1 kw-D)—Granted app. of assignment of license from William H. Ferguson to JJG Communications for $100,000. Seller has no other broadcast interests. Buyer is headed by John G. Brodak, John A. Stets, Gene Lee, Karl Baily and John E. Loeper, and has no other broadcast interests. Action Oct. 15.

■ **WORA(AM) Mayaguez, PR** (BTC900829ED; 760 khz; 5 kw-U)—Granted app. of assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. and to Alfred R. De Arellano III for $900,000 (sale includes WQBS[AM] San Juan and WPRP[AM] Ponce, both Puerto Rico). Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Action Oct. 18.

■ **WPRP(AM) Ponce, PR** (BTC900829EE; 910 khz; 5 kw-U)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $900,000 (sale includes WORA[AM] Mayaguez and WQBS[AM] San Juan, both Puerto Rico). Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Action Oct. 18.

■ **WQBS(AM) San Juan, PR** (BTC900829EC; 630 khz; 5 kw-U)—Granted app. of assignment of license from Glorycap Investment Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $900,000 (sale includes WORA[AM] Mayaguez and WPRP[AM] Ponce, both Puerto Rico). Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively, and has interest in Estereotempo Inc., licensee of WIOA(FM) San Juan; WIOB(FM) Mayaguez and WIOC(FM) Ponce, all Puerto Rico; Radio Americas Corp., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico. Gloria M.R. De Arellano and Josefina Z.R. De Arellano are sisters of Alfred De Arellano III, all are children of Alfredo R. and Esther R. De Arellano Jr., who own all issued and outstanding stock of Telecino Inc., licensee of WORA-TV Mayaguez, PR. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Action Oct. 18.

■ **WLOW(FM) Bluffton, SC** (BTCH900822GK; 106.9 mhz; 50 kw; ant. 492 ft.)—Granted app. of assignment of license from DHA Broadcasting Inc. to W. Lee Simmons for $100,000. Seller is headed by Dorothy Aranda and W. Lee Simmons and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 16.

■ **KAMV-FM Victoria, TX** (BAPH900618HH; 92.3 mhz; 3 kw; ant. 298 ft.)—Granted app. of assignment

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Nov 12

Reaching over 117,000 readers every week — 60th Year 1990

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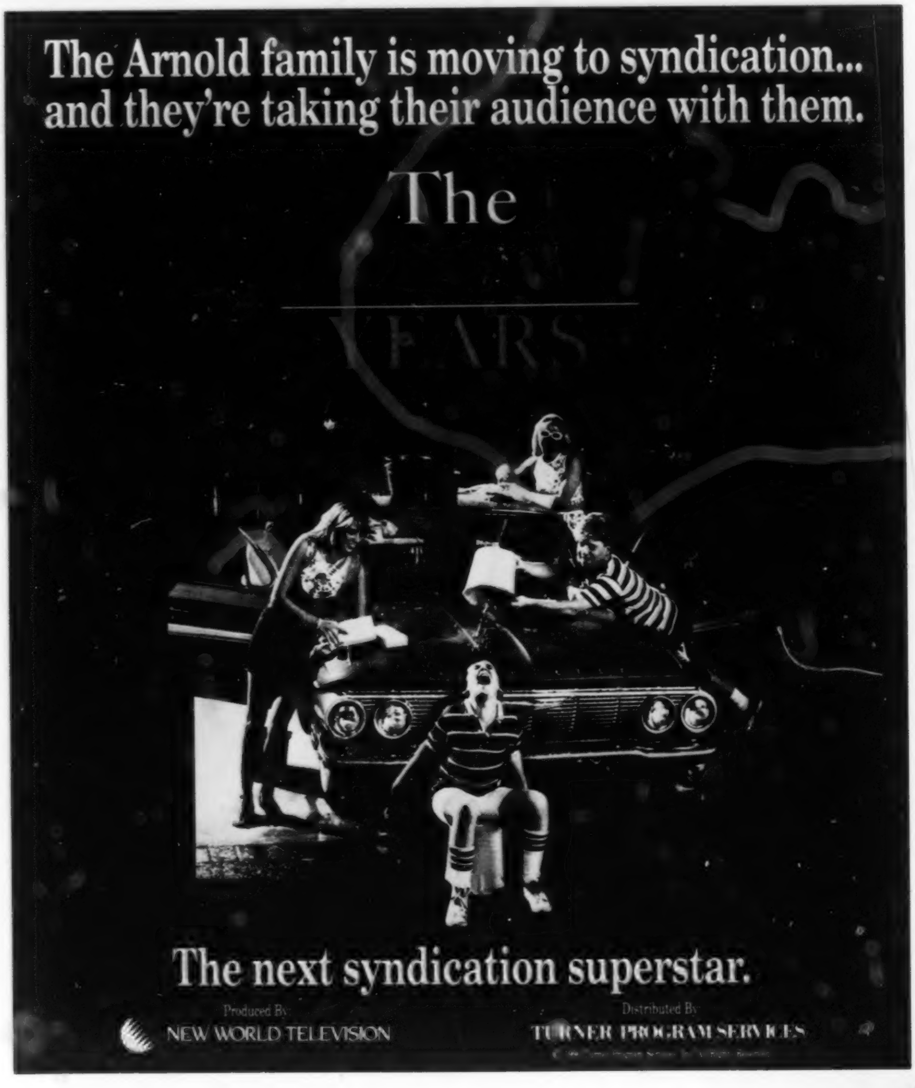
'Enquirer'-based tabloid tapped for first-run; tiered terms for 'WKRP'

CABLE / 57
Premiere sporting events boost local advertising revenue

BUSINESS / 63
Media stock buybacks: no place like home

WASHINGTON / 71
Kastenmeier ousted by former television journalist



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Vol. 119 No. 20

1991 radio forecast

THIS WEEK

27 / MEDIA WAR HEATS UP

By dramatically slashing prices in the scatter market, the three major television networks have managed to lure money away from spot television, first-run syndication, cable, unwired networks and in some cases, even network radio.

31 / VOTING RETURN

The debut of a new cost-saving election night network research pool was marred by technical glitches last Tuesday, but news executives are standing by the potential of Voter Research & Surveys. Election night also marked a rare decision by CBS and NBC to air commercial-free coverage.

32 / SATELLITE RIVALRY

The merger between Britain's rival home satellite services, Rupert Murdoch's Sky TV and British Satellite Broadcasting, has left questions about News Corp.'s debt refinancing, the new five-channel service's program configuration and the extent of pending layoffs. Most agree, however, that Murdoch has emerged a winner in the deal.

37 / RADIO BUSINESS

Halfway through the fourth quarter of 1990, many radio broadcasters still are shuddering from the unexpected events that indicated the end of what one analyst termed the "go-go years" of the late 1980's. While much of the industry remains in relatively good health, many radio stations are operating below expectations—signaling that the boom times upon which many of the medium's hopes were predicated, are over. BROADCASTING's radio business special examines the national economy, financial predictions for 1991, the health of major group operations and the causes and effects of the "great radio station feeding frenzy." Additionally, major trade associations, radio rep firms and advertiser-supported networks report their views of what happened in 1990—and what lies beyond.

51 / INQUIRING MINDS

The *National Enquirer*, the paper that wrote the book on the splashy, flashy and trashy, is coming to first-run syndication next fall. The show, called *The Gossip and Fame Show*, has exclusive first-run series rights to the *Enquirer*'s archives. It is being proposed as a half-hour strip, targeted to prime time access.

52 / TAKE YOUR PICK

MTM Television Distribution President Kevin Tannehill has unveiled a new multi-option marketing plan to stations that encompasses the original off-network *WKRP in Cincinnati* and the fall 1991 first-run revival, *WKRP II*. The three separate plans are generally applauded for their creativity and flexibility by industry executives, but some question the desirability of a 10-year term for off-network episodes and a five-year backend term for *WKRP II*, offered in the largest plan.

Radio business forecast (page 37)

55 / DAY SHIFT

A spin-off serial from NBC's *Days of Our Lives* is in development at Columbia and is a candidate to replace the struggling *Generations*, which will have its future decided in the next two weeks. NBC affiliates will find out this week what network plans are for daytime schedule changes when NBC executives make their presentation to the affiliate board. Other candidates to make the daytime schedule include a project from Mark Monsky and Warner Brothers featuring former NBC newswoman Linda Ellerbee.

57 / CABLE AD GROWTH

Local cable advertising salespeople are reporting revenue growth of 20%-30%, with a sizable portion of that increase directly related to several sports product additions. Even better news: the same is expected for 1991.

59 / THE DISNEY TOUCH

In a year when other pay television services have taken their lumps, subscribers and ratings are up for the Disney Channel, which is continuing on its course of original production of made-for-television movies and episodes of *The Mickey Mouse Club* and *Avonlea*.

61 / EXCHANGING INTERESTS

Group W Satellite Communications and Affiliated Regional Communications (Prime Network's five regional sports services) have agreed to swap minority ownership positions in GWSC's Home Team Sports. No percentages were revealed, but Prime will get a "substantial minority interest" in HTS, which serves 1.9 million subscribers. GWSC will get a "less substantial" minority interest in ARC, which serves 20 million subscribers.

62 / GOLDEN OLDIES

Organizers of the Golden American Network, a new cable service aimed at the 50-plus market, said they are planning a launch next September. Like any other fledgling network, they have run into the tight channel capacity environment and MSO uncertainty over the direction of financial and legislative issues. But Golden creators remain optimistic that they can reach some 10 million subscribers at startup.

65 / CAUTIOUS VENTURING

Venture capital firms for the most part have joined the banks and subordinated lenders sitting on the sidelines in today's weak merger marketplace. Venture capitalists interviewed by BROADCASTING are shying away from broadcast TV properties; declining audience share and lower compensation for network affiliates being among the factors. Despite impending reregulaton, cable is still considered a safer investment.

The Vote
Vote
ABC News

Tracking the vote (page 31)

67 / STOCK SHOPPING

Capital Cities/ABC and The Washington Post Co. are among those publicly held companies buying their own stock, which, while not showing up in the tallies of station trading nor considered a part of mergers and acquisitions, often has a similar rationale.

70 / STABILITY OR TROUBLE?

The satellite television encryption picture will likely turn even muddier with the introduction by year's end of a new decoder that a Canadian company claims can emulate VideoCipher II or any other new or future encryption system. DecTec International claims its Secure Universal Norm will both solve satellite piracy and create a new multiple system interface standard. But some industry officials fear the market may flood with unbillable decoders.

71 / HILL SHAKEUP

Among the casualties of last Tuesday's elections impacting communications policymaking was House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who, after 16 terms, was unseated by a 37-year-old political newcomer and former anchor at WKOW-TV Madison, Wis., and reporter at WJLA-TV Washington.

75 / STEREO PLUS ONE

The launch of simultaneous English and Spanish-language satellite feeds of *Macneil/Lehrer NewsHour* will advance a technology quietly tested both nationally and locally for five years. As the commercial networks consider potential profits from using stereo TV's second audio program (SAP) option to offer second-language translations and descriptive narration for the sight-impaired, noncommercial broadcasters are finding new applications and educating the public on SAP.

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TV NETWORKS REGISTER 4.7% 3RD QUARTER REVENUE GAIN

The three-network revenue increase of 4.7% reported for the third quarter contains the beginnings of the soft scatter market that is now prevelant. But the results, based on unaudited submissions to Ernst & Whinney, mostly are a look back to a kinder, gentler advertising market.

The data, compiled under the auspices of the Broadcast Cable Financial Management Association, show that certain dayparts, such as early morning, appear to have gained strong advertising support. The morning shows gained 12% over the prior year's third quarter, to $48.5 million, benefitting in part from growing advertiser interest in network programs that air before 7 a.m.

Weaker dayparts included daytime, down 2% to $191.1 million, and late night, whose 8% decline to $70.4 million also reflected the cancellation of the *Pat Sajak Show* and inroads by the syndicated *Arsenio Hall Show*.

Special considerations explain a decline in other dayparts, including sports, where a 2% decline to $222.8 million was helped by fewer baseball games carried versus the prior-year period. Specifically, ABC had carried four prime time games in last year's third quarter, while this year those same time slots carried entertainment programs, thus helping to boost prime time revenue, which grew 8.3% to $791 million.

The strong news increase of 11.8% to $166.5 million may reflect both underlying demand and some advertising benefit from news specials related to the Middle East situation. The children's daypart was up 1%, to $32.5 million. **—GF**

3rd quarter TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Third quarter '89	$3,498	$0	$0	$0	$0	$1,106	$0	$4,604
Third quarter '90	3,292	0	0	0	0	720	0	4,012
% change	-5.89	NA	NA	NA	NA	-34.90	NA	-12.86
All other gross revenue from time sales								
Third quarter '89	855,776	90,383	50,718	229,793	37,828	266,294	175,326	1,706,118*
Third quarter '90	927,296	82,811	57,001	224,864	38,185	261,267	195,926	1,787,350*
% change	8.36	-8.38	12.39	-2.14	0.94	-1.89	11.75	4.76
Total gross revenue from time sales								
Third quarter '89	859,274	90,383	50,718	229,793	37,828	267,400	175,326	1,710,722
Third quarter '90	930,588	82,811	57,001	224,864	38,185	261,987	195,926	1,791,362
% change	8.30	-8.38	12.39	-2.14	0.94	-2.02	11.75	4.71
Less advertising agency commissions								
Third quarter '89	128,891	13,557	7,609	34,467	5,674	39,801	26,299	256,298
Third quarter '90	139,588	12,422	8,551	33,730	5,727	39,143	29,389	268,550
% change	8.30	-8.37	12.38	-2.14	0.93	-1.65	11.75	4.78
Total net revenue from time sales								
Third quarter '89	730,383	76,826	43,109	195,326	32,154	227,599	149,027	1,454,424
Third quarter '90	791,000	70,389	48,450	191,134	32,458	222,844	166,537	1,522,812**
% change	8.30	-8.38	12.39	-2.15	0.95	-2.09	11.75	4.70

Year to date TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Third quarter '89	$18,763	$0	$0	$500	$0	$13,993	$0	$33,256
Third quarter '90	19,493	0	0	475	181	2,983	0	23,132
% change	3.89	NA	NA	-5.00	NA	-78.68	NA	-30.44
All other gross revenue from time sales								
Third quarter '89	3,136,321	304,447	171,151	726,515	97,927	883,851	576,314	5,896,526*
Third quarter '90	3,300,376	279,352	192,715	744,975	106,459	977,424	632,619	6,233,920*
% change	5.23	-8.24	12.60	2.54	8.71	10.59	9.77	5.72
Total gross revenue from time sales								
Third quarter '89	3,155,084	304,447	171,151	727,015	97,927	897,844	576,314	5,929,782
Third quarter '90	3,319,869	279,352	192,715	745,450	106,640	980,407	632,619	6,257,052
% change	5.22	-8.24	12.60	2.54	8.90	9.20	9.77	5.52
Less advertising agency commissions								
Third quarter '89	473,262	45,666	25,674	108,986	14,689	133,545	86,449	888,271
Third quarter '90	497,976	41,904	28,909	111,747	15,996	146,640	94,893	938,065
% change	5.22	-8.24	12.60	2.53	8.90	9.81	9.77	5.61
Total net revenue from time sales								
Third quarter '89	2,681,822	258,781	145,477	618,029	83,238	764,299	489,865	5,041,511
Third quarter '90	2,821,893	237,448	163,806	633,703	90,644	833,767	537,726	5,318,987**
% change	5.22	-8.24	12.60	2.54	8.90	9.09	9.77	5.50

*Does not include color insertion revenue. **Includes no political parties/candidates revenue for 1990.

RATINGS ROUNDUP

NBC won the prime time ratings race for the week ending Nov. 4. The numbers were: NBC, 13.5/23, CBS, 12.6/21 and ABC, 11.9/20. For the season to date, less than one rating point separates first from third: NBC, 13.3/22; CBS, 13/22 and ABC, 12.5/21. NBC's *Cheers* was the top rated show of the week (22.4/35). *60 Minutes* was second (21.4/34) with its highest rating for the season and *The Cosby Show* third (20.2/31).

Week 7

Oct. 29–Nov. 4

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	22.4/35	N	Cheers
2	▼	21.4/34	C	60 Minutes
3	▲	20.2/31	N	Cosby
4	▲	19.9/31	N	Three Men And A Baby
5	▼	19.1/30	C	Designing Women
5	▼	19.1/29	A	Roseanne
7		18.8/27	A	Amer. Funniest Videos
7	▼	18.8/27	C	Murder, She Wrote
9	▼	18.7/28	C	Murphy Brown
10	▲	18.0/26	A	Amer. Funniest People
11	▲	16.9/29	N	Unsolved Mysteries
12	▲	16.6/25	N	Heat Of The Night
13	▼	16.3/28	N	Empty Nest
13	▲	16.3/29	N	L.A. Law
13	▲	16.3/25	C	Major Dad
16	▲	16.1/29	A	Monday Night Football
17		16.0/28	N	Golden Girls
18	▼	15.9/25	A	Coach
19	▼	15.8/24	N	Matlock
19	▲	15.8/25	F	Simpsons
21	▼	15.5/24	A	Who's the Boss?
22	▲	15.3/27	A	Full House
23	▲	15.2/25	N	Grand
24		15.1/23	C	Evening Shade Spec.
25	▼	15.0/26	A	Family Matters
26	▼	14.7/25	A	Doogie Howser, M.D.
27	▼	14.6/22	A	Head Of The Class
28		14.3/25	A	Growing Pains Spec.
29	▲	14.2/22	C	83 Hours 'Til Dawn
29	▲	14.2/22	C	Rescue: 911
31	▲	14.0/21	N	Fresh Prince Of Bel Air
32	▲	13.9/23	N	Movie:A Killer Among Us
33	▼	13.8/24	C	Knot's Landing
34	▼	13.5/25	N	Carol & Company
35	▼	13.3/24	N	Law And Order
36	▲	13.0/23	A	Perfect Strangers
37	▼	12.9/25	N	Hunter
38	▼	12.8/18	F	Married...With Children
39	▲	12.7/22	C	Jake And The Fatman
40	▼	12.3/21	A	Married People
41	■	12.2/23	C	Dallas
42	▼	12.0/22	C	Trials Of Rosie O'Neill
43	▲	11.9/20	A	MacGyver
44	▲	11.8/17	F	In Living Color
45	▼	11.2/19	C	Beetlejuice
46	▲	11.1/17	A	The Last Best Year
46	▼	11.1/21	A	20/20
48	▲	10.6/19	A	thirtysomething
49	▼	10.5/18	C	Over My Dead Body
50	▲	10.4/16	A	Father Dowling
51		10.3/19	C	Bev. Hills Cop II
52	▼	10.1/18	A	Going Places
52	▲	10.1/18	N	Night Court
54	■	9.9/17	N	Dear John
55	▼	9.8/16	A	Life Goes On
56	▼	9.7/19	N	American Dreamer
57	▲	9.5/17	C	Evening Shade
57	■	9.5/16	N	Fanelli Boys
59	▼	9.3/15	A	Gabriel's Fire
59	▼	9.3/18	C	WIOU
61	▲	9.1/16	N	Working It Out
61	▲	9.1/16	A	Young Riders
63		9.0/13	F	Get A Life
64	▲	8.9/15	C	Bagdad Cafe
65		8.7/14	C	Doctor,Doctor
66	▼	8.6/14	C	Flash
67	▲	8.5/16	N	Parenthood
68	▲	8.2/14	N	Quantum Leap
68	▲	8.2/13	C	Top Cops
70	▼	8.0/15	N	Midnight Caller
71	▲	7.6/14	C	Hogan Family
71	▲	7.6/14	A	Twin Peaks
73	▲	7.4/12	F	Babes
73	▲	7.4/11	F	Parker Lewis
75	▲	6.8/12	A	China Beach
75		6.8/11	N	Story Behind The Story
77		6.6/12	F	Amer. Most Wanted
78	▲	6.5/12	C	Family Man
78	▲	6.5/11	F	True Colors
80	▼	6.2/9	F	Good Grief
81	▼	5.8/11	A	Cop Rock
81		5.8/10	A	Jennings Report
83	▲	5.6/10	F	Totally Hidden Video
84	▲	5.5/9	F	Cops
84	▲	5.5/9	N	Lifestories
86	▲	5.4/9	F	Beverly Hills, 90210
87	▲	4.3/8	F	Haywire
88	▲	3.6/6	F	DEA
89		3.2/5	F	Jimmy Reardon
90	▲	2.9/5	F	Against The Law
91	▲	2.6/5	F	American Chronicles

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 28

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.6	220	97
2	Jeopardy! (King World)	12.2	216	97
3	Star Trek: Next Generation (Paramount)	10.3	233	97
4	Entertainment Tonight (Paramount)	8.9	172	95
4	Oprah Winfrey (King World)	8.9	222	99
6	Cosby Show (Viacom)	8.0	207	98
7	Current Affair (20th Century Fox TV)	7.9	188	95
8	Wheel of Fortune, wknd. (King World)	7.6	189	86
9	Orion Galaxy Network (Orion)	6.2	135	90
10	Donahue (Multimedia)	5.8	230	98
10	Inside Edition (King World)	5.8	128	81
12	Captain Planet (Turner Prog. Svcs.)	5.3	223	99
12	MGM Premiere Network III (MGM)	5.3	126	88
14	Super Force (Viacom)	5.2	165	94
15	21 Jump Street, syn (Cannell Dist.)	5.1	129	92

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

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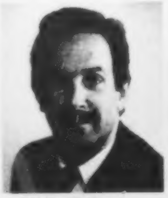

Elliot B. Evers
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Randall E. Jeffery
407-295-2572

Charles E. Giddens
703-827-2727

Brian E. Cobb
703-827-2727

Over $750,000,000 in completed transactions.

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SAN FRANCISCO

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$1,416,118** □ **6**
FM's □ **$557,595** □ **2**
AM-FM's □ **$1,900,000** □ **4**
TV's □ **$0** □ **0**
Total □ **$3,873,713** □ **12**

Year to Date:
AM's □ **$91,916,186** □ **342**
FM's □ **$457,280,221** □ **219**
AM-FM's □ **$346,140,227** □ **197**
TV's □ **$798,841,900** □ **82**
Total □ **$1,694,178,534** □ **740**

For 1989 total see Feb. 5, 1990 BROADCASTING.

WYRE(AM) **Annapolis and** WBEY(FM) **Grasonville, both Maryland** ■ Sold by Anna-Del Broadcasting Co. Inc. to Vision Broadcasting Co. for $1.15 million cash at closing. **Seller** is headed by Thomas W. Wilson, Thomas Neal Heaton and William E. Blasier, and has no other broadcast interests. **Buyer** is headed by Richard A. Winn, David J. Robkin, Eric J. Cohen, Lawrence M. Goldfarb, Thomas G. Pless and Derek A. Noyes. Pless has interests in PCA Communications Corp., licensee of WHVY(FM) Baltimore. WYRE has a light rock format on 810 khz with 250 w day. WBEY has C&W format on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

KSCO(AM) **Santa Cruz, Calif.** ■ Sold by Fuller-Jeffrey Broadcasting Corp. of Santa Cruz-San Jose to Michael L. Zwerling for $600,000 cash at closing. **Seller** is headed by Robert F. Fuller, Joseph N. Jeffrey and Robert L. Caron, and has interests in KSCO(AM) Santa Cruz, KRCX(AM) Roseville, KRXQ(FM) Sacramento, KFMF(FM) Chico, KHOP Modesto, KSRO(AM) and KHTT(FM) Santa Rosa, all California; KJJY(AM) and KJJY(FM), both Des Moines, Iowa; WBLM(FM) Portland, Me., and WOKQ(FM) Dover, N.H. **Buyer** has no other broadcast interests. KSCO has MOR format on 1080 khz with 10 kw day and 5 kw night.

KGLR(FM) **Bettendorf, Iowa** ■ Sold by Eternity Broadcasting Inc. to David L. McNally and Jeffrey D. Lyle for $507,595. Price includes $50,000.85 cash at closing and $457,594.15 in assumption of seller's liabilities. **Seller** is headed by Larry L. and Aleta Lewis, husband and wife, and has no other broadcast interests. **Buyers** have no other broadcast interests. KGLR has adult contemporary format on 93.5 mhz with 3 kw and antenna 298 feet above average terrain.

WMVG(AM)-WKZR(FM) **Milledgeville, Ga.** ■ Sold by WMVG Inc. to Dale Van Cantfort for $450,000. Price includes $450,000 5-year interest bearing note at 10%, $100,000 of which is for five-year noncompete covenant. **Seller** is headed by Gary M. Davidson, and has interests in WLOP(AM)-WIFO-FM Jesup, Ga., and WDKD(AM)-WWKT-FM Kingstree, S.C. **Buyer** has interests in WMVG Inc., the licensee: WKZR(FM) Milledgeville, Ga.; WCAM(AM) and WPUB-FM, both Camden, S.C. WMVG is fulltimer with adult contemporary format on 1450 khz with 1 kw. WKZR has country format on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

WETC(AM) **Wendell-Zebulon, N.C.** ■ Sold by Daystar Broadcasting Network II Inc. to Triangle East Broadcasting Inc. for $274,118. Price includes $10,000 earnest money deposit and $264,118.85 promissory note at 10%. **Seller** is headed by Lamar D. and Billie J. Lloyd, husband and wife, and is applicant for new FM on 97.9 mhz in Oxford, Ala. **Buyer** is headed by Harry Welch and has interests in W&W Broadcasting Co., licensee of WTIK(AM) Durham, N.C., and Mid-Carolina Broadcasting Co., licensee of WSAT(AM) Salisbury, N.C. WETC(AM) has oldies format on 540 khz with 5 kw day and 500 w night.

For other proposed and approved sales see "For the Record," page 77.

UNWIRED VERIFICATION

Unwired network TVRC has retained Advertising Information Services Inc. to verify its unwired television network schedules. There has been concern from advertisers about monitoring unwired networks and verfication methods. TVRC's action is seen as attempt to legitimize the unwired business. AIS will check network lineups against corresponding station affidavits and compare them with Nielsen Retrocoded report.

James A. Gammon, President

COMPETENCE
AND
INTEGRITY

Identifying
the Objective

Negotiating
the Transaction

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VERONIS, SUHLER & ASSOCIATES COMMUNICATIONS INDUSTRY FORECAST

New York-based media brokerage firm. Veronis, Suhler & Associates released study estimating total expenditures by industry segment and includes firm's projections for next five years (BROADCASTING, July 23).

Industry Segment	*1984 Gross Expenditures ($ billion)*	*1984-89 Compound Annual Growth (%)*	*1989 Gross Expenditures ($ billion)*	*1989-94 Compound Annual Growth (%)*	*1994 Gross Expenditures ($ billion)*
Broadcasting	$24.7	5.8%	$32.8	7.1%	$46.2
TV Total	18.9	5.3	24.4	6.8	33.9
TV Networks	8.3	2.2	9.3	6.6	12.8
TV Stations	10.6	7.5	15.2	6.9	21.1
Radio Total	5.8	7.6	8.4	8.0	12.3
Radio Networks	0.3	8.2	0.5	8.1	0.7
Radio Stations	5.5	7.5	7.9	8.0	11.6
Cable Television	7.5	12.0	13.3	8.0	19.5
Advertising	0.5	23.8	1.6	13.7	3.0
Subscriptions	7.0	10.9	11.7	7.2	16.5
Basic Cable	4.1	13.1	7.6	8.5	11.4
Pay Cable	2.9	7.4	4.1	4.5	5.1
Filmed Entertainment	10.8	17.0	23.8	8.2	35.2
Box Office	4.0	4.5	5.0	5.3	6.5
Home Video	1.4	47.5	9.6	8.8	14.6
Television Programs	5.0	9.7	7.9	8.0	11.7
Barter Syndication	0.4	23.7	1.2	15.1	2.4
Recorded Music	4.4	8.1	6.5	5.3	8.4
Newspaper Publishing	33.1	6.3	44.8	6.7	61.8
Daily Newspapers	30.9	6.1	41.5	6.6	57.0
Advertising	23.5	6.6	32.4	6.7	44.9
Circulation	7.4	4.3	9.1	5.9	12.1
Weekly Newspapers	2.2	8.8	3.3	7.9	4.8
Advertising	1.9	9.4	3.0	8.2	4.4
Circulation	0.3	4.1	0.3	4.5	0.4
Book Publishing	11.6	9.2	18.0	8.3	26.9
Consumer Books	6.9	10.1	11.2	9.1	17.3
Professional & Educational Books	4.7	7.8	6.8	7.0	9.6
Magazine Publishing	12.1	7.2	17.1	7.2	24.1
Consumer Magazines	9.5	8.0	14.0	7.5	20.0
Advertising	4.9	6.5	6.8	6.8	9.4
Circulation	4.6	9.5	7.2	8.0	10.6
Business Magazines	2.6	3.9	3.1	5.7	4.1
Advertising	2.3	4.0	2.8	5.7	3.6
Circulation	0.3	2.7	0.3	5.8	0.5
Business Info. Services	12.4	11.4	21.3	8.6	32.2
Total Communications Industry Spending	116.6	8.8	177.5	7.5	254.4
Other Advertising	31.4	8.5	47.2	7.3	67.3
Promotion	62.7	9.4	98.2	8.0	144.0
Total Spending	208.8	8.9	320.0	7.6	461.3
Total Advertising & Promotion*	150.5	8.2	222.9	7.6	320.9
Total End-User	58.3	10.7	97.0	7.7	140.4
GNP	3,772.2	6.8	5,233.2	7.2	7,420.0
Communications as % of GNP	5.5	—	6.1	—	6.2

*Weekly newspaper advertising is counted in the segment totals and in "Other Advertising" but only once in "Total Spending" and "Total Advertising and Promotion."

FOR THE RECORD

As compiled by BROADCASTING from Nov 1 through Nov 7 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WWBD(AM)-WWLT(FM) Bamberg-Denmark, SC** (AM: 790 khz; 1kw-D 100 w-N; FM: 92.7 mhz; 3kw; ant. 300 ft.)—Seeks assignment of license from Viking Broadcasting Corp. to Underwood Communications for $200,000 in assumption of debt. Seller is headed by Stewart Freeman, who also has interests in WGTN(AM) and WSYN(FM) Georgetown, SC. Buyer is headed by Rudi H. Gresham, Faye B. Gresham and James A. Underwood. Rudi Gresham has interests in Gresham Communication, Inc. and Gresham Communication of Walterboro, Inc., licensee of WPOG(AM) Walterboro, SC. Underwood is president of and has 100% voting stock in Underwood Communications of Bamberg, Inc., and has no other broadcast interests. Filed Oct. 10.

■ **WKFD(AM) Wickford, RI** (1370 khz; 500 w-D; 160 w-N)—Seeks assignment of license from Wickford Wireless Inc. to Nancy Boyd for $157,000. Seller is headed by Benjamin B. McGowan and Jeannemarie Volk McGowan, husband and wife, and have no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 19.

■ **KXXX(FM) San Francisco, CA** (99.7 mhz; 45 kw; ant. 1,241 ft.)—Seeks assignment of license from Emmis Broadcasting to Peter B. Bedford for $14.5 million ("Changing Hands" Oct. 1). Seller is headed by Jeffrey H. Smulyan and has interests in WENS(FM) Shelbyville, IN; WFAN(AM)-WQHT(FM) New York; WLOL(FM) Minneapolis; KSHE(FM); Crestwood, MO; KPWR(FM Los Angeles, WAVA(FM) Washington; WJIB(FM) Boston, and WKQX(FM) Chicago. Buyer is 100% stockholder of Bedford Broadcasting Co., licensee of KSSK(AM) Honolulu and KSSK(FM) Waipau, both Hawaii. Filed Oct 2.

■ **KKSA(AM) Folsom, CA** (1030 khz; 50 kw-D; 1 kw N) Seeks assignment of license from Folsom Radio, Ltd. to William Battles for $35,000. Seller is headed by James B. Nicholson. Buyer is a general partner and general manager of the station, and has no other broadcast interests. Filed Oct. 9.

■ **WGGA(FM) Gainesville, GA** (BAL901019EA; 1240 khz; 1 kw-U)—Seeks assignment of license from WGGA Radio Of Gainesville Inc. to Advantage Media Inc. for $1.18 million. Seller is headed by Terry W. Barnhardt and has no other broadcast interests. Buyer is headed by C. B. Rogers, Richard N. Hubert and Alan A. Aycock, and has no other broadcast interests. Filed Oct. 19.

■ **WRPQ(AM) Baraboo, WI** (BTC901019EG; 740 khz; 250 w-D)—Seeks assignment of license from Jeffrey A. Smith to Robert A. Jones and Patricia A. Jones for $125,000. Seller and buyer have interests in Baraboo Broadcasting Corp., the licensee. Filed Oct. 19.

■ **KGLR(FM) Bettendorf, IA** (BTCH901017HA; 93.5 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of license from Eternity Broadcasting Inc. David L. McNally and Jeffrey D. Lyle for $507,595 for sale of stock. Seller is headed by Larry L. and Aleta Lewis, husband and wife, and have no other broadcast interests. Buyers have no other broadcast interests. Filed Oct. 17.

■ **KSCO(AM) Santa Cruz, CA** (BAL901023EB; 1080 khz; 10 kw-D, 5 kw-N)—Seeks assignment of license from Fuller-Jeffrey Broadcasting Corp. of Santa Cruz-San Jose to Michael L. Zwerling for $600,000. Seller is headed by Robert F. Fuller, Joseph N. Jeffrey and Robert L. Caron, and has interests in KSCO(AM) Santa Cruz, KRCX(AM) Roseville, KRXQ(FM) Sacramento, KFMF(FM) Chico, KHOP Modesto, KSRO(AM) and KHTT(FM) Santa Rosa, all California; KJJY(AM) and KJJY(FM), both Des Moines, Iowa; WBLM(FM) Portland, ME, and WOKQ(FM) Dover, NH. Buyer has no other broadcast interets.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Nov 19

Reaching over 117,000 readers every week

60th Year 1990

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MGM/UA syndication future in doubt; local look for CBS

RADIO / 32

RAB study tracks consumer cycles; DAB prudence urged

CABLE / 38

Hearst Corp. makes concentrated push in cable programing

BUSINESS / 43

TVB prepares its membership for recession

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Vol. 119 No. 21

Broadcasters, cable close the gap with news

THIS WEEK

19 / EXTRA!, EXTRA! BROADCAST/CABLE PARTNERSHIPS

The look of local news is changing. From 'Headline News' inserts to full-fledged newscasts, broadcasters are teaming with cable systems to spread the news.

21 / CAPITAL IDEA

Allbritton Communications is planning to launch a 24-hour cable news service in the Washington metropolitan area in the summer of 1991. The company has signed affiliation deals with five of the area's eight cable systems.

22 / COST CUTTING

CBS cuts its affiliate compensation as part of a general budget tightening. The network is also abbreviating its annual affiliate meeting and moving it from Los Angeles to New York.

23 / CNN'S TALE OF THE TAPE

News network takes its case to the Supreme Court after lower courts bar it from airing tapes of conversations between Noriega and counsel. In a new twist, the FBI seizes relevant documents either from CNN reporter (says network) or from hotel lost and found department (says FBI).

24 / DEMO REPORT

October books reveal bleak syndication performances for new first-run strips, solid numbers for new and returning sitcoms and strong showing by children's programs.

Jury is in: 'Cop Rock' is out (page 24).

24 / COP ROCK DROPPED

ABC's patience ran out last week as it cancelled its much vaunted musical/drama series. ABC meanwhile ordered nine more episodes of the enigmatic 'Twin Peaks.'

24 / DAY SHIFT

NBC is set to announce this week that it will launch a one-hour block of 'infotainment' programing in its daytime schedule beginning in January. Plans allow for the expansion of the block to two hours.

27 / MGM/UA SHAKEOUT

Syndication President Dick Cignarelli and his pared down division are apparent casualties of the latest round of staff cuts following the studio's purchase by Pathe. The network TV division appears to have been spared the cost-cutting ax, although rumors of its possible sale to either Paramount or Columbia continue.

27 / CBS EYE LOOKS LOCAL

For the first time in several years, CBS owned stations are producing programs for potential runs elsewhere, including the station group, network and possibly syndication. Among those is *Studio 22*, the first show produced by KCBS-TV to air on the network's owned station group.

29 / MCA CASTS VOTE FOR REAGAN

MCA has teamed with Fox Stations for a nighttime talk entertainment strip hosted by Ron Reagan, son of the former President. The show will be carried on all Fox Stations.

30 / JOY IN MUDVILLE?

CBS's Sports division president says it has been a ''stellar year,'' but a soft advertising market, the high price it paid for its marquee events and some uncontrollable bounces of the ball have taken some of the magic out of the network's 'Dream Season.

30 / NUMBERS FLAP

'Captain Planet's' status as number one barter syndicated children's program for past several weeks is questioned by some who believe its double runs make for unfair comparison.

32 / CONSUMER CYCLES

A new Radio Advertising Bureau research study, ''Consumer Cycle Marketing,'' tracks consumer cycles, examines behavior patterns according to time of day and day of week and suggests specific media strategies for radio advertisers to best take advantage of these habits.

33 / PROGRAM CONTROL

ABC Radio Networks Vice President/Programing Corinne Baldassano has a two-fold mission: reassess current features and develop new radio programs for ABC's six networks, while keeping firm control on research and development costs. Baldassano concedes that changing demographics and tight economic conditions leave little room for experimentation.

34 / SLOW GOING

A number of broadcasters and industry groups, concerned with the pace of change in digital audio broadcasting, filed comments last week urging the FCC to move cautiously in developing the new broadcast band. Concerns focused on spectrum requirements, homesteading of current radio broadcasters, a proliferation of satellite and terrestrial services and continued local service to the public.

36 / UNCERTAIN FUTURE

Public radio is bracing for the economic downturn and its effects on funding sources. In part to help boost its listenership, NPR is looking at shifting its classical-oriented musical image to one "more multicultural, innovative and diverse."

37 / SAYING GOOD-BYE TO A LEGEND

More than 1,600 Fifth Estaters paid their respects to the late CBS Chairman William S. Paley at a memorial service in New York. Among those delivering eulogies were Frank Stanton, David Rockefeller and Henry Kissinger.

'Jekyll and Hyde,' a Hearst production (page 38).

38 / HEARST PUTS CABLE ON PAGE ONE

Media company is placing increasing emphasis on its cable programing efforts, with the most recent example its purchase of 20% of ESPN.

40 / GOING WEST

The cable industry heads to Anaheim for the annual Western Cable Show (Nov. 8-30). It is preceded by a PPV conference sponsored by the Cable Television Administration & Marketing Society.

41 / TALKING STRATEGY

Time Warner chiefs Steve Ross and Nick Nicholas discuss the virtues of vertical integration and strategic partnerships and offer opinions on how policymakers should approach cable legislation in the next Congress.

43 / REPORT FROM TVB

The Television Bureau of Advertising held its annual convention in Dallas last week and recession was on its mind. Advice to broadcasters for survival in tough economic times: Do not fight each other—unite against other media.

48 / GAO BLASTS TV MARTI STUDY

General Accounting Office calls USIA studies on viewership of government's TV service to Cuba "flawed." One study was never released, but a second was used in the report to the President supporting TV Marti's feasibility. USIA counters that GAO's conclusions are "inaccurate."

Frank Stanton on William Paley (page 37).

50 / PRESSING THE CASE FOR FIN-SYN EXEMPTION

Fox President Jamie Kellner tells National Press Club audience that new networks such as his shouldn't be under the same regulatory restraints as ABC, CBS and NBC and again urges exemption from the fin-syn rules.

51 / BRITISH CABLE BOUNCING BACK?

The cable industry in the UK is hoping the recent government decision ending the telephone duopoly held by British Telecom and Mercury will spur increased investment.

52 / APRIL SET FOR START OF HDTV TESTS

Richard Wiley announced that ATTC's "final" schedule for testing of HDTV transmission systems will start in April 1991 and expects to finish a year later.

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■ Cable

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RATINGS ROUNDUP

Special programing on NBC, the one-hour episode celebrating the 200th installment of *Cheers*, and the first part of *The Big One: The Great Los Angeles Earthquake*, powered NBC to its third consecutive weekly win. NBC averaged a 13.7 rating and 22 share, followed by ABC with a 12.8/21 and CBS in third with a 12.0/20, despite having three of the top five shows for the week. Fox averaged a 5.9/10. In taking the week, NBC won Tuesday, Wednesday, Thursday and Saturday nights. ABC won Monday and Friday nights, and CBS won Sunday night.

Week 8 **Nov. 5–Nov. 11**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		29.5/44	N	Cheers
2		21.1/34	C	60 Minutes
3		20.0/30	N	A Different World
4	▲	18.9/28	C	Designing Women
4	▲	18.9/28	C	Murphy Brown
6	▲	18.6/33	N	Empty Nest
7		18.5/27	A	Amer. Funniest Videos
7	▼	18.5/27	A	Roseanne
9	▼	18.4/27	C	Murder, She Wrote
10	▲	18.2/29	N	Unsolved Mysteries
11	▲	18.1/32	N	Golden Girls
12	▼	18.0/27	A	Amer. Funniest People
13	▼	17.9/27	N	Cosby
14	▼	17.4/30	N	L.A. Law
15	▼	17.1/26	N	Movie:The Big One, Pt. 1
16	▲	16.7/29	A	Full House
17	▲	16.3/28	A	Family Matters
18	▲	15.9/24	A	Movie:Call Me Anna
18	▼	15.9/27	A	Monday Night Football
20	▼	15.8/24	C	Major Dad
21	▲	15.5/25	A	Doogie Howser, M.D.
22		15.4/24	A	Wonder Years
23		15.2/24	A	Growing Pains
24	▼	15.1/23	N	Matlock
25	▼	14.9/22	F	Simpsons
26	▼	14.8/22	A	Coach
27	▲	14.7/24	C	Movie:Fatal Attraction
28	▼	14.4/21	A	Head Of The Class
28	▼	14.4/22	N	Heat Of The Night
28	▼	14.2/22	A	Who's the Boss?
31	▲	14.3/25	A	Perfect Strangers
32	▲	14.1/24	C	Knots Landing
33	▲	14.0/23	A	Macgyver
33	▲	14.0/26	A	20/20
35	▼	13.8/26	N	Carol & Company
36	▲	13.5/22	C	Jake And The Fatman
37	▼	13.4/21	N	Novie:On Thin Ice
38	▼	13.2/25	N	Hunter
39	▼	13.0/20	N	Fresh Prince Of Bel Air
40	▲	12.4/21	C	Trials Of Rosie O'Neill
41		12.2/21	N	News Spec.:Earthquake
42		12.1/19	C	Uncle Buck
43	▼	11.9/19	A	Married People
44	▲	11.6/18	N	Dear John
44	▲	11.6/17	A	Father Dowling
46	▲	11.5/20	A	Going Places
47	▼	11.3/16	F	Married...With Children
47	▼	11.3/17	C	Rescue: 911
49	▼	10.8/20	C	Dallas
50	▼	10.5/18	C	Over My Dead Body
51		10.4/16	N	Ferris Bueller
51	▲	10.4/20	A	Twin Peaks
53	▲	10.3/17	A	Life Goes On
54	▲	10.0/19	C	WIOU
55	▲	9.8/20	N	American Dreamer
56	▲	9.7/16	N	Fanelli Boys
56	▼	9.7/15	F	In Living Color
58	▼	9.5/16	N	Night Court
58		9.5/16	A	Primetime Live
60	▼	9.4/17	C	Evening Shade
60	▲	9.4/14	C	Flash
62	▼	9.3/17	A	Young Riders
63	▼	9.2/17	N	Working It Out
64		9.1/16	C	Bagdad Cafe
65		8.8/14	N	Unsloved Mysteries-Sun.
66		8.7/14	C	48 Hours
66	▼	8.7/13	A	Gabriel's Fire
68		8.5/13	C	Top Cops
69	▼	8.3/12	F	Get A Life
70	▼	8.2/14	N	Quantum Leap
71		8.1/14	N	Wings
72	▼	7.9/15	N	Parenthood
73	▼	7.8/14	N	Midnight Caller
74	▼	7.3/14	C	Hogan Family
75		7.2/13	A	China Beach
76	▲	7.0/13	C	Family Man
77		6.9/12	A	'90 Vote-10:00 PM
78	■	6.8/13	C	Wiseguy
79	▼	6.7/10	F	Babes
80	▼	6.4/10	C	Doctor, Doctor
81	▲	6.2/11	F	Cops
81	▲	6.2/9	N	Lifestories
83	▼	6.0/9	F	Goed Grief
84	▼	5.8/10	F	Amer.Most Wanted
85	▼	5.7/11	A	Cop Rock
86	▼	5.4/10	F	Totally Hidden Video
87	▼	5.0/8	F	Parker Lewis
88		4.3/7	F	Comic Strip Live Spec.
88	▼	4.3/8	F	Haywire
90	▼	4.2/7	F	True Colors
91	▼	3.9/6	F	Beverly Hills, 90210
92	▼	3.8/5	F	American Chronicles
93	▼	2.6/4	F	Against The Law

FREEZE FRAMES: Syndication Scorecard * **Week ended Nov. 4**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.0	220	98
2	Jeopardy! (King World)	12.9	216	99
3	Star Trek: Next Generation (Paramount)	11.4	237	98
4	Oprah Winfrey (King World)	9.8	222	99
5	Entertainment Tonight (Paramount)	8.6	176	95
6	Cosby Show (Viacom)	8.5	207	98
7	Current Affair (20th Century Fox TV)	8.1	193	96
8	Wheel of Fortune, wknd. (King World)	7.6	185	84
9	Univ. Pict. Debut Network (Universal)	6.1	145	93
10	Inside Edition (King World)	5.6	128	81
11	Donahue (Multimedia)	5.4	230	98
11	Star Search (TPE)	5.4	170	94
13	21 Jump Street, syn (Cannell Dist.)	5.3	131	92
14	Captain Planet (Turner Prog. Svcs.)	5.1	218	99
14	Pegasus II (Televentures)	5.1	95	81
14	Super Force (Viacom)	5.1	173	94

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KWSS(FM) San Jose, Calif.■ Sold by Shamrock Broadcasting to Kool Communications Inc. for undisclosed price believed to be between $5 million and $6 million. KWSS was recently acquired by Shamrock in swap for Nationwide Communications' KMGC(FM) Dallas. **Seller** is headed by Bill Clark and owns 14 radio and three TV stations. **Buyer** is headed by Marty Loughman, Shamrock shareholder. KWSS has a CHR format on 94.5 mhz with 1.15 kw and antenna 2,580 ft.

WFBG-AM-FM Altoona, Pa.■ Sold by Empire Radio Partners Ltd. to Radio Altoona Inc. for $2.1 million asset sale that includes noncompete covenant. Stations were acquired in August 1988 for $3.9 million ("Changing Hands" May 23, 1988). **Seller**, headed by Dennis Israel, has interests in WGY-AM-FM Albany-Schenectady, N.Y.; WJTT(FM) Concord and WRCI(FM) Hillsborough, both New Hampshire. **Buyer,** headed by Kerby Confer and Carol O'Leary, also has interests in WNNK(FM) Harrisburg, Pa. WFBG(AM) has adult contemporary format on 1290 khz with 5 kw day, 1 kw night. WFBG-FM has easy listening format on 98.1 mhz with 30 kw and antenna 1,020 feet.

KLIF(AM) Dallas, Tex ■ Sold by KLIF Co. to Greystone Broadcasting Inc. for $2 million. Price includes $900,000 cash at closing, of which $400,000 is for four-year noncompete covenant; $100,000 escrow deposit, and $1 million promissory note at 10% for first two years, 10½% for next six months, increasing ½ of 1% every six months for remaining term of note. **Seller** is headed by Louis Appell Jr. and Arthur W. Carlson and is subsidiary of Susquehanna Radio Corp., licensee of 10 FM's and 6 AM's. **Buyer** is headed by William R. Johnson, Susan Porter Johnson, Michael K. Russell and Carol Russell, and has interests in KNHN(AM) Kansas City, Kan. KLIF has talk format on 1190 khz with 50 kw day and 5 kw night.

KGGF(AM)-KQQF(FM) Coffeyville, Kan. ■ Sold by Midwest Broadcasting Co. to KGGF-KQQF Inc. for $750,000 cash at closing. **Seller** is headed by Richard M. Seaton, Gladys D. Seaton, Robert L. Pratt and Edward L. Seaton, and also has interests in KMAN(AM)-KMKF(FM) Manhattan, Kan.; KHAS-AM-TV Hastings, Neb., and KFYO(AM)-KZII-FM Lubbock, Tex. **Buyer** is headed by John B. Mahaffey, Fredna B. Mahaffey and Robert B. Mahaffey, and has interests in KRMS(AM)-KYLC(FM) Asage Beach and KTTR(AM)-KANN(FM) Rolla, both Missouri. KGGF is fulltimer with news/talk format on 690 khz with 10 kw. KQQF has adult contemporary format on 98.9 mhz with 6 kw and antenna 300 feet above average terrain. *Broker: Dale Cowle of W. John Grandy Media Brokers.*

KSWM(AM) Aurora, Mo. ■ Sold by Aurora Broadcasting to Galen O. Gilbert for $268,000. Price includes $150,000 cash. **Seller** is headed by A. Dale Hendrix and John Mitchell. Mitchell also has interests in KNES(FM) Fairfield and KLLI(FM) Hooks, both Texas. **Buyer** is headed by Galen O. Gilbert and has interests in KWHW(AM)-KRKZ(FM) Altus and KYFM(FM) Bartlesville, both Oklahoma; KDNT(AM) Denton, KDXE(FM) Sulphur Springs, KTXJ(AM)-KWYX(FM) Jasper and KIOL-FM Lamesa, all Texas. KSWM has country format on 940 khz with 1 kw day and 25 w night.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$2,677,719** □ **5**

FM's □ **$5,659,000** □ **2**

AM-FM's □ **$2,850,000** □ **2**

TV's □ **$235,000** □ **1**

Total □ **$10,912,719** □ **9**

Year to Date:

AM's □ **$94,593,905** □ **347**

FM's □ **$462,430,221** □ **221**

AM-FM's □ **$348,990,227** □ **199**

TV's □ **$799,076,900** □ **83**

Total □ **$1,705,091,253** □ **750**

For 1989 total see Feb. 5, 1990 BROADCASTING.

CLOSED OCTOBER, 1990
This Announcement Appears as a Matter of Record Only.

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FOR THE RECORD

As compiled by BROADCASTING from Nov 8 through Nov 14 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KTIM(AM) Wickenburg, AZ** (BAL901031ED; 1250 khz; 1 kw-D, 202 w-N)—Seeks assignment of license from Interstate Broadcasting Systems of Arizona to Circle S. Broadcasting Co. Inc. for $47,500. Seller is headed by Paul J. Toberty and Joyce K. Toberty. Seller is a subsidiary of IBS Holding Corp., licensee of KRDS(FM) Wickenburg, AZ. Buyer is headed by Harold Ray Shumway and Sharon Ellen Shumway, and has no other broadcast interests. Filed Oct. 31.

■ **KCIN-AM Victorville, CA** (BAL901030EA; 1590 khz; 500 w-D, 135 w-N; FM)—Seeks assignment of license from Sidney King to Island Broadcasting Corp. for $1,575,000 ("Changing Hands" Oct. 29). Sale includes KATJ(FM) George, CA. Seller is headed by Sidney King and Mattie Brown. Buyer is headed by Scott A. Brody and Richard L. Sadowsky. Sadowsky has interests in Eagle Communications Inc., licensee of KECI-TV Missoula, KCFW-TV Kalispell and KTVM-TV Butte, all Montana; and Precht Communications Inc., parent of Eagle and Precht Television Associates Inc., licensee of KIEM-TV Eureka, CA. Filed Oct. 30.

■ **KKGD(AM)-KZKS-FM Rifle, CO** (AM: BT 901031EB; 810 khz; 1 kw-D; FM: BTCH901031EC; 105.3 mhz; 100 kw; ant. 1,740 ft.)—Seeks assignment of license from Western Media Inc. to David R. Smith and Steven L. Albrecht for undisclosed price. Seller is headed by Steven Humphries and has no other broadcast interests. Buyers have no other broadcast interests. Filed Oct. 31.

■ **WLTG(AM) Panama City, FL** (BAL901031EA; 1430 khz; 5 kw-U)—Seeks assignment of license from Faith Broadcasting, general partner to Hour Group Broadcasting Inc. for $212,219. Seller is headed by Clarence Gay, Peggy Gay and Carson Dugger Sr. and has no other broadcast interests. Buyer is headed by J. W. Hunt, Bill A. Corbin, A. D. Whitehurst Jr. and Clarence Gay. Gay also has interests in the seller. Filed Oct. 31.

■ **WGGA-FM Cleveland, GA** (BAPLH901019GG; 101.9 mhz; 1.45 kw; ant. 453 ft.)—Seeks assignment of license from 226 Main St. to ADVANTAGE MEDIA Inc. for $1.18 million ("Changing Hands" Nov. 5). Sale includes WGGA(FM) Gainesville, GA. Seller is headed by Terry W. Barnhardt and has no other broadcast interests. Buyer is headed by C. B. Rogers, Richard N. Hubert and Alan A. Aycock. Filed Oct. 19.

■ **WMDT(TV) Salisbury, MD** (B CCT901029KK; ch. 47; 3470 kw-V; 347 kw-A; ant. 1,000 ft.)—Seeks assignment of license from Delmarva Broadcast Service general partner to Marion Brechner in transfer of estate. Buyer has interests in Northeast Kansas Broadcast Service Inc., licensee of KTKA-TV ch. 49 Topeka, KS, and Southwest Ohio Broadcast Services, licensee of WKFI(AM)-WSWO(FM) Wilmington, OH. Filed Oct. 29.

■ **WTIQ-AM Manistique and WTIQ-FM Gulliver, both Michigan** (AM: BAL901022HT; 1490 khz; 1 kw-U; FM: BALH901022HU; 94.7 mhz; 100 kw; ant. 443 ft.)—Seeks assignment of license from American Peakes Ltd. to WSHN Inc. for $150,000. Seller is headed by Frances Jo Curtis and has no other broadcast interests. Buyer is headed by and is the licensee of WSHN-AM-FM Fremont, MI, and has an application pending to assign WSHN-AM-FM from Stuart P. Noordyk to WSHN Inc. Filed Oct. 22.

■ **KSWM(AM) Aurora, MO** (BAL901025EB; 940 khz; 1 kw-D; ant.)—Seeks assignment of license from Aurora Broadcasting to Galen O. Gilbert for $268,000. Seller is headed by A. Dale Hendrix and John Mitchell. Mitchell has interests in KNES(FM) Fairfield and

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Nov 26

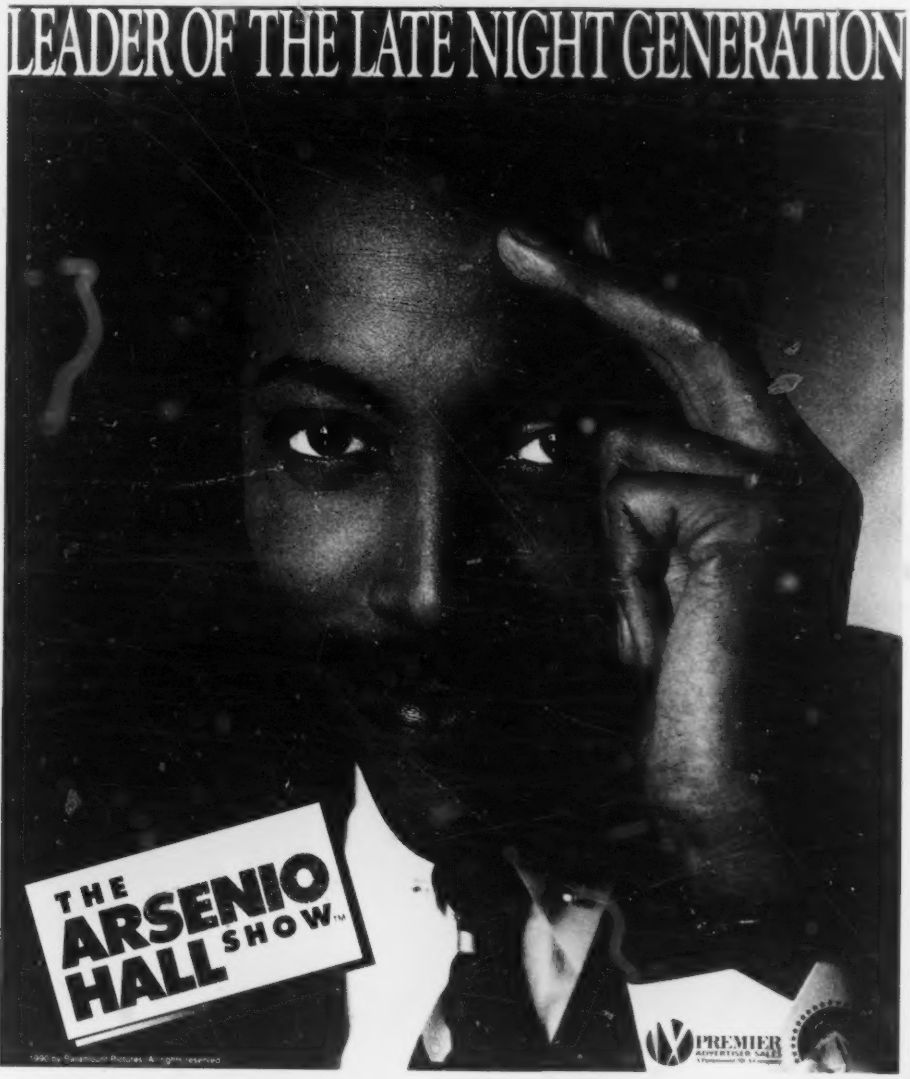
Reaching over 117,000 readers every week 60th Year 1990

TELEVISION / 46
Tightening belts and new show blues on road to New Orleans

RADIO / 50
Are radio stick values headed for extinction?

CABLE / 33
Basic and pay: The '90 numbers, the '91 forecast

SATELLITE / 62
Two new birds in television's satellite arsenal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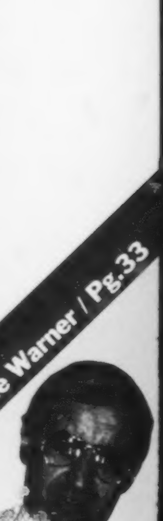


At Large / Nicholas of Time Warner / Pg.33

Vol. 119 No. 22

THIS WEEK

27 / CABLE: ANAHEIM-BOUND AND OTHERWISE

The economy may be heading into a recession, but cable executives are confident the industry will not only weather the storm but prosper. The economy, in fact, may take a back seat to other issues confronting the industry as it heads to Anaheim, Calif., this week for the Western Cable Show.

29 / SHORTER RATIONS FOR CBS AFFILIATES

CBS sets a 20% across-the-board reduction in compensation to affiliate TV stations, effective Jan. 1, 1991. The short-term outcome: about $30 million added to CBS's bottom line, about $1 per share. Not all may take it lying down.

32 / WHAT'S SAUCE FOR THE GOOSE

Washington Journalism Review editor Bill Monroe calls on newspapers and magazine editorialists to support broadcasters' fight to gain full First Amendment freedoms. He warns that if the current governmental and public opinion trends continue, all news coverage could some day be government regulated.

Interview with Nick Nicholas (page 33)

32 / FYI

NBC is developing an "infotainment" block for the daytime that it hopes will be in place by the second quarter of 1991. The block, which will replace game shows and the soap *Generations*, will fill the 10 a.m. to 12:30 p.m. slot. It will be put in place in phases, starting Jan. 28, 1991, with the debut of a new news discussion program, *A Closer Look*, that will slip into the *Generations* spot.

33 / TIME WARNER'S BIG PICTURE

Time Warner Co-Chief Executive Officer Nick Nicholas Jr. spells out the media giant's plans to partner its way around the world in an "At Large" with BROADCASTING editors. Nicholas also touches on events in Washington this past year, and looks ahead to the opportunities for the company's various divisions.

41 / UP AND FLAT

Multiple system operators are reporting basic cable growth in the 4% to 5% range in 1990 and are budgeting for the same next year. Pay, meanwhile, has been flat this year and MSO's expect that to continue next year also.

45 / BUILDING BLOC

Eastern European broadcasters need media legislation both to firm up freedoms in newly democratized nations and to help foster a secure environment for hoped-for Western investment, agreed attendees at an international NATAS panel in New York last week.

46 / SYNDICATOR BEARISHNESS

With the apparent failure of just about all of the new adult first-run shows in syndication this season, fewer syndicators are proposing fewer new shows for the 1991-92 season.

50 / AFTER THE BOOM

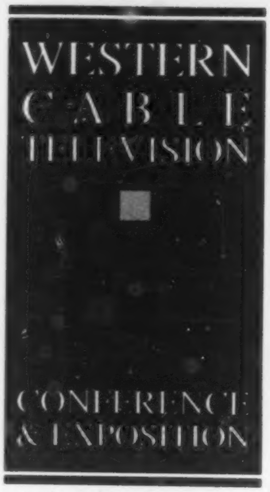
Undeveloped radio stations are becoming scarce in many markets, and buyers are beginning to assess properties on much more than just a "vacant lot" basis. The result of this shift in priorities: traditional "stick values" may be one of the first casualties of the late-'80s hyperactive station trading boom.

52 / NOT FOR AIRING

The U.S. Supreme Court refused to give CNN permission to air tapes of jail cell telephone conversations between deposed Panamanian dictator Manuel Noriega and his attorneys, despite efforts by prominent First Amendment lawyer Floyd Abrams on the network's behalf. Following its setback at the Supreme Court, CNN finally agreed to turn the controversial tapes over to a lower court.

53 / INDUSTRY AT A CROSSROADS

An upbeat Television *Bureau of Advertising* convention helped broadcasters and the association put their problems temporarily behind them. Both face tough times ahead: For broadcasters, 1991 is expected to be a recession year and one group owner anticipated a 5% drop in advertising revenue. For TVB, membership declined this year, as did convention attendance when broadcasters found themselves short in the wallet. Said TVB President Jim Joyella, who has received good reviews from the industry during his first year in office: "If we can't strut our stuff in 1991, we better hang it up."



Anaheim-bound (page 27)

55 / LOW POWER BOOST

Low power television got a much needed boost at this year's Community Broadcasters Association convention at the Las Vegas Riviera Hotel with FCB/Telecom's establishment of "Silver Streak—For Prime Time People," a programing and marketing agreement with Channel America. The joint venture will target Channel America to an audience 50-years-old and over. The companies are not planning "geriatric programing," but believe they can reach "people who grew up with television most of their lives and who are dissatisfied with programing aimed at younger demos."

58 / FCC TO TAKE TELCO ACTION

FCC Chairman Alfred Sikes said the commission will develop a position on the issue of telco entry into cable. "It's time now to examine again the whole question, looking at it from a number of different standpoints," Sikes said, adding: "We expect people over here to think of additional ways to resolve the issue."

Floyd Abrams addresses CNN-Noriega tape controversy (page 52)

59 / TAKING STOCK OF AM PLANS

Comments filed by broadcasters on the FCC's set of proposed rules changes to improve AM service, were mostly positive. Some commentators were critical of the FCC's implementation plan for an AM expanded band. Not all agreed with the FCC's plan to authorize only existing stations for the expanded band and that preference should be given to existing stations causing the most interference on the conventional band.

60 / ABC'S NEW CONTROLS

ABC News engineers in New York are moving into TV-3, the division's new 2,000 square foot control complex scheduled for full-time use next month. The $4 million facility, which was completed three weeks ahead of schedule, was first used earlier this month for ABC's election night coverage.

62 / BIRDS FLY

GE Americom's Satcom C-1 and GTE Spacenet's GSTAR IV were successfully launched last week aboard a single Ariane rocket. The two satellites are an integral part of the operators' business plans for the early 1990's.

80 / CBS MOVIE PACKAGE

CBS and Britain's Granada TV will co-produce up to six TV movies to air on the network in the next three years, following a deal signed last week. The deal is the latest overseas agreement for CBS, which already has a comedy development pact with the BBC and a news collaboration with Tokyo Broadcasting.

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RATINGS ROUNDUP

Although it was a close race, NBC once again found itself on top of the prime time ratings heap for the week ended Nov. 18, when it narrowly beat ABC with an average 13.4 rating and 22 share. ABC was right behind with an average 13.3/22. CBS took up the rear with an 11.9/20. Fox averaged a 6.9/11. It was NBC's seventh weekly win in the nine-week-old season. Among the highlights were strong performances by two made-for-TV movies. Part two of *The Big One* on NBC was third-ranked overall with a 19.5/30. Part one of *Stephen King's It*, on ABC, was fifth-ranked overall with an 18.5/29.

Week 9 **Nov. 12–Nov. 18**

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1		23.0/35	N	Cheers
2		22.2/34	C	60 Minutes
3	▲	19.5/30	N	Movie: Big One, Pt. 2
4	▼	18.8/29	N	A Different World
5		18.5/29	A	Movie: IT
6		18.4/32	A	Barbara Walters special
7	▼	18.2/32	N	Empty Nest
8	▼	18.0/27	A	Roseanne
9	▲	17.9/26	A	Funniest People
10	▲	17.7/28	N	Cosby Show
11	▼	17.6/26	C	Murder, She Wrote
12	▼	17.3/31	N	Golden Girls
13	▼	17.0/25	C	Designing Women
14	▼	16.9/25	A	Funniest Videos
14	▼	16.9/24	C	Murphy Brown
16	▼	16.5/26	N	Unsolved Mysteries
17	▼	16.4/29	A	Full House
17	▲	16.4/26	N	Matlock
19	▲	16.3/27	A	The Wonder Years
20	▲	16.2/25	A	Doogie Howser, M.D.
21	▲	16.0/25	A	Growing Pains
22	▲	15.9/24	N	Heat of the Night
23	▼	15.8/27	A	Monday Night Football
24		15.5/25	N	Grand
24	▼	15.5/27	N	L.A. Law
24	▼	15.5/23	C	Major Dad
27	▼	15.3/27	A	Family Matters
28		14.9/24	A	Who's the Boss
29	▲	14.7/22	N	Fresh Prince
30	▲	14.6/28	N	Carol & Co.
30	▼	14.6/22	A	Coach
30	▼	14.6/22	A	Head of the Class
30	▲	14.6/25	C	Knots Landing
34	▲	14.5/23	A	Married People
35	▼	14.3/23	F	The Simpsons
36		14.0/23	C	Movie: Uncle Buck
37	▲	13.7/21	C	Rescue: 911
38	▼	13.4/22	C	Movie: Moonstruck'
38		13.4/22	C	Honeymooners special
40	▼	13.3/24	A	Perfect Strangers
41		13.0/23	N	Law and Order
41	▼	13.0/25	A	20/20
43	▼	12.8/20	C	Jake and the Fatman
43	▲	12.8/19	F	Married...With Children
45	▼	12.7/20	N	Movie: Flight 1501
46	▼	12.0/19	A	Macgyver
46	▼	12.0/18	C	Uncle Buck
48	▲	11.7/17	N	Ferris Bueller
49	▼	11.6/21	A	Going Places
49	▼	11.6/20	N	Hunter
51	▼	11.3/17	F	In Living Color
52	▼	11.2/18	N	Dear John
53		10.9/20	N	Amen special
53	▼	10.9/17	A	Father Dowling
55	▼	10.0/20	C	Dallas
56		10.1/18	A	thirtysomething
57	▲	9.8/17	N	Night Court
58		9.7/18	N	Fresh Prince special
58		9.7/15	A	Gabriel's Fire
60		9.4/15	C	Flash
60	▼	9.4/15	A	Life Goes On
62	▲	9.1/15	C	Doctor, Doctor
62	▼	9.1/16	C	Over my Dead Body
64	▼	8.9/14	N	Fanelli Boys
64	▲	8.9/13	F	Get a Life
66	▼	8.8/16	A	Young Riders
67	▼	8.5/15	A	Primetime Live
68		8.4/13	C	Top Cops
69		8.2/15	C	Prime Time Pets
69	▼	8.2/16	C	Twin Peaks
71	▼	8.1/13	C	48 Hours
71		8.1/15	N	Wings
73	▼	7.9/14	C	Bagdad Cafe
74	▼	7.8/14	N	Quantum Leap
75		7.6/12	F	Parker Lewis
76	▲	7.3/11	F	Good Grief
77	▼	7.2/14	N	Midnight Caller
78	▲	7.1/13	F	America's Most Wanted
79	▼	7.0/12	C	WIOU
80	▼	6.9/12	F	Cops
81		6.8/10	N	Movie: Polly
82		6.7/12	C	Uncle Buck
83	▼	6.6/12	C	Family Man
84	▲	6.4/10	F	Parker Lewis
85	▼	6.2/11	A	China Beach
86	▼	5.8/11	C	Wiseguy
87	▲	5.7/9	F	True Colors
87		5.7/9	F	Stunt specials
89		5.6/10	C	Candid Camera special
90		5.2/9	F	Cops special
91		5.1/8	F	Beverly Hills 90210
92	▼	5.0/9	F	Totally Hidden Video
93	▼	4.9/9	C	Hogan Family
94	▼	4.1/7	F	American Chronicles
95	▼	2.9/5	F	Against the Law

FREEZE FRAMES: Syndication Scorecard * **Week ended Nov. 11**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.4	220	98
2	Jeopardy! (King World)	12.8	216	98
3	Star Trek: Next Generation (Paramount)	12.0	235	97
4	Oprah Winfrey (King World)	9.0	223	99
5	Cosby Show (Viacom)	9.0	206	98
6	Current Affair (20th Century Fox TV)	8.7	191	95
6	Entertainment Tonight (Paramount)	8.7	176	94
8	Wheel of Fortune, wknd. (King World)	7.6	183	84
9	Warner Bros. Volume 28	6.5	135	91
10	Donahue (Multimedia)	6.1	230	98
10	Inside Edition (King World)	6.1	129	80
12	Star Search (TPE)	5.7	168	95
13	Disorder in Court (All American TV)	5.4	164	91
14	21 Jump Street, syn (Cannell Dist.)	5.3	130	92
15	Tale Spin (Buena Vista)	5.0	170	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KDSM-TV Des Moines, Iowa ■ Sold by Duchossois Communications Co. to Red River Television Partners for $13.6 million cash at closing. Price includes five year noncompete covenant. **Seller** is headed by Rolland Johnson and has interests in KQPT(FM) Sacramento, Calif., WHFS(FM) Annapolis, Md., and KJYK(AM)-KKLD(FM) Tucson, Ariz. **Buyer** is headed by Barry Baker and Larry D. Marcus, and has interests in KDNL-TV and KSTZ(FM), both St. Louis, and KABB-TV San Antonio, Tex. KDSM is Fox affiliate on ch. 17, with 3020 kw visual, 311 kw aural and antenna 1,516 feet above average terrain.

KOKH-TV Oklahoma City ■ Sold by Busse Broadcasting Corp to KOKH Acquisition Corp. for $7 million cash at closing. **Seller** is headed by Lawrence A. Busse, James C. Ryan and Oscar David, and has interests in WEMU-TV Eau Claire, Wis.; WWMT(TV) Kalamazoo, Mich.; KOLN(TV) Lincoln and KGIN(TV) Grand Island, both Nebraska. **Buyer** is headed by George N. Gillett Jr., David Ramon and Stephen D. Spears. Gillett owns 100% of GNG Corp. and Gillett Holdings Inc. GNG Corp. owns 100% of outstanding class A stock of SCI Television Inc. which owns licensees WAGA-TV Atlanta; WSBK-TV Boston; KNSD(TV) San Diego and TV translator K62AK La Jolla, both California; WJW-TV Cleveland; WJBK-TV Detroit, and WITI-TV Milwaukee. KOKH-TV is independent on ch. 25 with 1,410 kw visual, 141 kw aural and antenna 1,540 feet above average terrain.

KRLN-AM-FM Canon City, Colo. ■ Sold by Warner Stations to Lowrey Communications for $900,000 cash at closing. **Seller** is headed by Norton Warner and has interests in KSTR(AM) Grand Junction and KSTR(FM) Montrose, both Colorado; KABI(AM)-KSAJ(FM) Abilene, Kan., and KLIN(AM)-KEZG(FM) Lincoln, Neb. **Buyer** is headed by Paul E. Lowery. KRLN(AM) is fulltimer with MOR format on 1400 khz with 1 kw. KRLN-FM has country format on 103.9 mhz with 3 kw and antenna 520 feet below average terrain. *Broker: Jorgenson, Chapin & Co.*

WCDS(AM)-WOVO(FM) Glasgow, Ky. ■ Sold by WCDS Broadcasting Inc./WOVO Broadcasting Inc. to Ward Communications Corp. for $575,000. Price includes $75,000 cash at closing, $363,800 assumption of seller's outstanding obligation and $136,200 10-year promissory note at 10%. **Seller** is headed by John M. Barrick and has no other broadcast interests. **Buyer** is headed by Mark Ward and Dianne Ward, and has no other broadcast interests. WCDS has country format on 1440 khz with 5 kw day. WOVO has top 40 format on 105.5 mhz with 1 kw and antenna 480 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$235,000** □ **2**
FM's □ **$137,040** □ **4**
AM-FM's □ **$1,535,000** □ **3**
TV's □ **$20,600,000** □ **2**
Total □ **$22,507,040** □ **11**

Year to Date:

AM's □ **$94,828,905** □ **349**
FM's □ **$462,567,261** □ **225**
AM-FM's □ **$350,525,227** □ **202**
TV's □ **$819,676,900** □ **85**
Total □ **$1,727,598,293** □ **761**

For 1989 total see Feb. 5, 1990 BROADCASTING.

HERITAGE-POP DEAL COMPLETE

Heritage Media Corp. of Dallas has completed its acquisition of POP Radio Corp., an in-store radio network, with the purchase of roughly 1.85 million shares of POP for about $39 million. The merger agreement that was signed last April had the shares selling for $20.50, but the Aug. 1 closing was "delayed because POP didn't meet the conditions to close; there was a provision in the agreement increasing the price if it didn't close by a particular date," said Jeff Curtiss, Heritage chief financial officer. The remaining shares of POP, now a wholly owned subsidiary of Heritage, sold for $21.10. Heritage had previously "owned about 78% of [POP] on a primary basis before [the deal] closed, but there were a bunch of warrant holders and stock option people that had to be cashed out," said Curtiss. Heritage, headed by James M. Hoak Jr., owns six AM's, five FM's and seven TV's.

licensee of KACO(AM) Bellville, TX. Buyer is headed by Fred Hannel, and has no other broadcast interests. Filed Oct. 30.

■ **WXKI(FM) Salem, WV** (BAPH901019GI; 105.7 mhz; 3 kw; ant. 581 ft.)—Seeks assignment of license from Salem Broadcasters to Hilber Corp. for $72,000. Seller is headed by Richard L. and Betty Lou Frame, and Donald L. and Judy V. Mills. The Mills have interests in WBES-FM Dunbar, WV. Buyer is headed by Robert G. Steinhilber and Sally L. Steinhilber, and is licensee of WOBG(AM) Clarksburg, WV. WXKI recently changed its call letters to WOBG(FM). Filed Oct. 19.

■ **WPLY(AM) Plymouth, WI** (BAL901102EA; 1420 khz; 500 w-D)—Seeks assignment of license from WPLY Inc. to Jubilation Ministries Inc. for $185,000. Seller is headed by Tim Achteroff, Frances Sova, Harvey Nedeau, Lillian Boonstra and Dalton Hille, and has interests in Greater Muskegon Broadcasters Inc., licensee of WMUS-AM-FM Muskegon, MI, and Petosky Broadcasting Co., licensee of WJML-AM-FM Petosky, MI. Buyer is headed by William G. Kraemer, William B. Horsch and Henry Warner. Filed Nov. 2.

Actions

■ **WYOC(FM) High Springs, FL** (BALH900911GZ; 104.9 mhz; 1.6 kw; ant. 450 ft.)—Granted app. of assignment of license from Country Broadcasting Co. Inc., to Santa Fe Wireless Inc. for $800,000. Seller is owned by Baxter Forrester and has no other broadcast interests. Buyer is owned by Tom Kenney and Beth Kenney, and has no other broadcast interests. Action Nov. 5.

■ **WFFG(AM) Marathon, FL** (BAL900917HH; 1300 khz; 2.5 kw-U)—Granted app. of assignment of license from Marathon Wireless Communications, Inc. to The Great Marathon Radio Co. for $750,000. Sale includes WMUM(FM), Marathon. Seller is headed by John F. Thacker, June I. Thacker, and William G. Evans. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Action Nov. 5.

■ **WMUM(FM) Marathon, FL** (BAPLH900917HI; 94.3 mhz; 3 kw; ant. 160 ft.)—Granted app. of assignment of license from Breeze 94 Inc. to The Great Marathon Radio Co. for $750,000. Sale includes WFFG(AM) Marathon, FL. Seller is headed by John F. Thacker and June I. Thacker. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Action Nov. 5.

■ **WDPC(AM) Dallas, GA** (BAL900913EB; 1500 khz; 1 kw-D)—Granted app. of assignment of license from Carden Communications Inc. to Worthy Communications Inc. for $65,000. Seller is headed by Paul F. Carden and Mary Lee Carden, and has no other broadcast interests. Buyer is headed by Jerry L. Worthy, Mary J. Worthy, Shirley White and Jerry L. Worthy Jr., and has no other broadcast interests. Action Nov. 8.

■ **WOPA(AM) Chicago** (BTC900323EA; 1200 khz; 10 kw-D, 2.5 kw-N)—Dismissed app. of assignment of license from C/O Cid Broadcasting Inc. to AXIOS Inc. for $6,400,000.Seller is headed by TKTKTK. Action Nov. 5.

■ **KJSK(AM)-KLIR(FM) Columbus, NE** (AM: BTC900907EA; 900 khz; 1 kw-D 66 w-N; FM: BTCH900907EB; 101.1 mhz; 100 kw; ant. 760 ft.)—Granted app. of assignment of license from KJSK Inc., to Roger P. Anderson for $101,500. Seller is headed by George B. and Florence L. Anderson. Buyer has interest in KRKS(AM) Denver, and KJSK(AM)-KLIR(FM) Columbus, OH. Action Nov. 8.

■ **KYNF(FM) South Sioux City, NE** (BAPH900403GT; 107.1 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Larry S. Magnuson to Michael Ventura for no financial consideration. Seller has interest in KSCJ(AM) Sioux City, IA, and KQHU(FM) Yankton, SD. Buyer has no other broadcast interests. Action Nov. 7.

■ **KOH(AM)-KSXY(FM) Reno, NV** (AM: BAL900824EE; 630 khz; 5 kw-D, 1 kw-N; FM: BALH900824EF; 101.7 mhz; 1.3 kw; ant. 426 ft.)—Granted app. of assignment of license from Modern Broadcasting Corp. to Lobster Communications Corp. for $2 million ("Changing Hands," Sept. 10). Seller is headed by Sidney and Vera Stern, husband and wife, and has no other broadcast interests. Buyer is headed by W. Richard Green, Donna M. Crosson, William E. Boeing Jr. and Douglas D. Kahle, and has no other broadcast interests. Action Nov. 7.

■ **WJYY(FM) Concord, NH** (BTCH900907GG; 105.5 mhz; 1.72 kw; ant. 430 ft.)—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for $10 (see WGY[AM]-[FM] below).

■ **WRCI(FM) Hillsboro, NH** (BTCH900907GH; 107.7 mhz; 3 kw; ant. -276 ft.)—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for $10 (see WGY[AM]-[FM] below).

■ **WGY(AM)-(FM) Schenectady, NY** (AM: BTC900907GE; 810 khz; 50 kw-U; FM: BTCH900907GF; 99.5 mhz; 14.5 kw; ant. 925 ft.)—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for $10. Deal constitutes a transfer of general partners within parent company. Seller is headed by Dennis R. Israel. Buyer is headed by Guyon W. Turner, R. Andrew Brothers and Chloe W. Brothers, husband and wife, and Gilbert Hoban. Chloe W. Brothers has interests in Hurst Hill Holdings Ltd., Empire Radio Partners Ltd., and Empire State Radio Inc., licensee of WIPS(AM) Ticonderoga, NY. Turner has interests in Wolf Media Management Group Inc., Wolf Media Management Ltd., licensee of WDBD-TV Jackson, MS; K Broadcast Properties Ltd.; F-B Communications Inc., licensee of WGER-FM Saginaw, MI.; WOLF-TV Associates Ltd., Scranton TV Partners Ltd., licensee of WOLF-TV Scranton, PA; and WWLF-TV Hazelton, PA. Action Oct. 31.

■ **WNHW(FM) Nags Head, NC** (BTCH900904HT; 92.3 mhz; 3 kw; ant. 220 ft.)—Granted app. of assignment of license from Ronald K. Bennett to Kenneth L. Mann for $3,000. Sale is between principals of Coastal Communications Inc., licensee of WNHW(FM). Seller has no other broadcast interests. Buyer has interest in Kill Devill Hills Communications Ltd., applicant for new FM station at Kill Devill Hills, NC. Action Nov. 1.

■ **WFBG-AM-FM Altoona, PA** (AM:

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Dec 3

Reaching over 117,000 readers every week
60th Year 1990

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NBC News is prime time series player; PBS 'unfunds' programs

RADIO / 56
Another AM enters all sports race; wrapping up 1990

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Western Cable Show: The coming explosion in channel capacity

BUSINESS / 69
Ad agencies face economic downturn

Geraldo Rivera leads the next generation of tough, people-oriented investigative reporters in tearing aside the veil of secrecy surrounding waste, fraud, hypocrisy, and corruption.

They're hitting the streets...on the side of the little guy... digging up facts...carrying on the tireless tradition that's made Geraldo "one of the most trusted journalists in America," according to the research of Frank N. Magid & Associates, Inc.

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- Half-hour strip

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TRIBUNE ENTERTAINMENT Company

Vol. 119 No. 23

Tanii of Matsushita/MCA / Page 35

THIS WEEK

MCA WORLD HEADQUARTERS

Matsushita buys MCA (page 35)

35 / THE SELLING OF HOLLYWOOD

Last week's $6.59 billion acquisition of MCA by Matsushita Electric Industrial Co. is the largest purchase of an American company by a Japanese firm to date. The merger also increases foreign ownership of Hollywood and gives the networks another example of how the financial interest and syndication rules prevent them from competing on a level playing field. The $66 per share price for MCA came after two months of intense negotiations. With MCA on board, Matsushita hopes to merge its hardware with MCA's software. MCA also hopes to take advantage of growing program needs abroad. Because federal rules prohibit foreign ownership of TV properties, MCA will spin off WWOR-TV New York to shareholders and will become a publicly traded standalone company.

38 / FIGHT OVER INDECENCY

New York-based Infinity Broadcasting is vowing not to pay the FCC's tentative fine of $6,000 against the company for an allegedly indecent broadcast over three radio stations nearly two years ago by air personality Howard Stern. Infinity says it will fight it all the way to the federal courts if necessary.

39 / CABLE INDUSTRY ROUND UP

Industry leaders participating in the Western Cable Show's opening session describe a 100- to 200-channel world that would give cable advantage over DBS and a shot at revenues now collected by home video and telephone companies.

40 / FCC'S TURN

The National Cable Television Association will try to stall expected federal legislation reregulating cable next year—at least until the FCC has had a chance to allay concerns about rising cable rates with a new regulatory scheme of its own, said NCTA President James Mooney.

43 / CHANGING TV

Pay per view will not only alter the face of television, but make cable and other technologies—including DBS—stronger in the process, according to Robert Wussler, president and chief executive officer, Comsat Video Enterprises. He was among executives examining PPV during the Cable Television Administration and Marketing Society's 1990 PPV conference in Anaheim, Calif., last week.

43 / DIFFERENT PERSPECTIVES

Pay per view networks and standalone PPV channels demonstrate their respective differences during CTAM's 1990 PPV conference.

45 / TOUGH DECISIONS

As a result of "some very difficult decisions," said Public Broadcasting Service's John Grant, PBS's newly centralized National Programing Service has decided to cut funding on four shows currently on the air, including two long-running children's programs, *Wonderworks* and *Newton's Apple*. PBS said the money saved will be used to develop new programing for noncommercial television.

45 / NBC PRIME TIME NEWS

NBC News, which has not had a prime time series on the network in four years, will produce a one-hour Sunday night block featuring former *Today* show anchor Jane Pauley and the hard-hitting investigative team of Brian Ross and Ira Silverman. The division is hoping *Real Life with Jane Pauley* and *Exposé* will reinforce the network's news presence.

52 / SWEEPS RESULTS

The November sweeps was the most hotly contested sweeps battle in years. One rating separated first place NBC from third place CBS. Although NBC won, the network was off 13% in ratings from a year ago. ABC was second and 2% off its mark from last year. CBS was a close third, and roughly flat from a year ago.

55 / FAMILY STYLE

Hearst Broadcasting and Heinz USA are collaborating on a new syndication program package exploring the American family, called *Family Works!*. The package contains a series of dramas, documentaries and vignettes that will all be produced by Hearst-owned WCVB-TV Boston.

56 / NEW DIGS

The Rick Dees Weekly Top 40 countdown program will be distributed by Wally Clark Productions in 1991, moving from Unistar less than a year after moving from DIR Broadcasting.

56 / ALL SPORTS

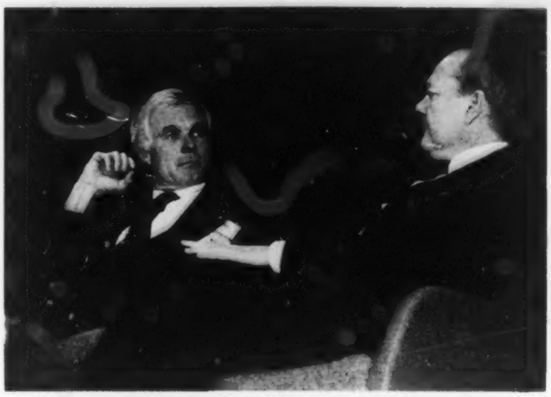
Noble Broadcasting is targeting the lucrative Southern California adult male demographic with all sports radio on XETRA(AM) Tijuana (San Diego). The station takes a cue from three predecessors in the format.

57 / HOLIDAY AIR WAYS

Year-end programing from radio networks and syndicators is offering a mix of 1990 retrospectives, sports wrap-ups, best-of countdowns and holiday music.

62 / MGM-PATHE PACKAGE

London's Super Channel, a general interest entertainment channel reaching more than 20 European countries, has signed a $59.1 million deal with MGM-Pathe for the rights to an MGM program package that would include films from that portion of the MGM library controlled by Pathe, as well as original telefilms and series.



Ted Turner and Robert Wussler at Western Cable Show (page 39)

66 / UHF DISPUTE

The Association for Maximum Service Television (MSTV) is preparing an FCC filing objecting to a request by Strother Communications Inc. (SCI) for temporary licenses to test digital audio broadcasting over the UHF-TV band, channels 14 and 40 in Washington and channels 15 and 32 in Boston. MSTV says that UHF tests are unnecessary because those frequencies must be preserved for high-definition television.

69 / HUNKERING DOWN

Uncertainty about how the crisis in the Middle East will be resolved, fear of recession at home and a soft retail market have caused both analysts and advertising agencies to lower their fourth quarter projections. Advertising executives always emphasize that it is during a recession that companies need to advertise the most to maintain market share. But if that message fails to have any impact, the agencies will probably have to slim down and lay off employes.

74 / STAYING THE COURSE

FCC's proposed satellite television station policy was unenthusiastically received by broadcasters. Most of those who filed comments last week wanted the commission to maintain its current case-by-case approach. Anchor Media, NAB, INTV and others said the current system has proved effective over the years.

76 / NAB'S NEW DIARY

The NAB unveiled its new personal viewing diary that it hopes will replace the system currently used by Nielsen and Arbitron. NAB says television rating services miss at least 2%-3% of the viewing audience because many viewers are watching outside the home. NAB has an adult and children's versions of the diary and will test two versions of each. One asks for time and channel viewed; the other asks also for the program title. The NAB says that a higher rate of return is expected when the title is not requested. Testing is expected to begin next May.

95 / LOCAL LEADER

Dennis FitzSimons, vice president and general manager of Tribune Broadcasting's WGN-TV Chicago, has helped polish Tribune's flagship station with a strong lineup of news, sports and syndicated movie packages.

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$615,000** □ **2**
FM's □ **$11,150,000** □ **2**
AM-FM's □ **$375,000** □ **1**
TV's □ **$8,000,000** □ **3**
Total □ **$20,140,000** □ **8**

Year to Date:
AM's □ **$95,443,905** □ **351**
FM's □ **$473,717,261** □ **227**
AM-FM's □ **$350,900,227** □ **203**
TV's □ **$827,676,900** □ **88**
Total □ **$1,747,738,293** □ **769**

For 1989 total see Feb. 5, 1990 BROADCASTING.

$6.85 million cash at closing and $750,000 escrow deposit. **Seller** is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Wotitzky and Don Clark, and is permittee of WEUX(TV) Chippewa Falls, Wis. **Buyer** is headed by Mitchell A. Labert, Gordon F. Van Dreel, Floyd L. Meyer, James L. Schneider, and has no other broadcast interests. WLAX is independent on ch. 25 with 501 kw visual, 50.1 kw aural and antenna 1,000 feet above average terrain. WGBA is independent on ch. 26 with 2,510 kw visual, 251 aural and ant. 1,229 ft.

WINM(TV) Angola, Ind. ■ Sold by Tri-State Broadcasting Corp. to Tri-State Christian TV for $400,000 cash at closing. **Seller** is headed by Paul E. Paino, and Paul C. and Phillip C. Paino, his sons, and has no other broadcast interests. **Buyer** is headed by Garth W. and Christina Coonce, husband and wife, and is licensee of WTCT(TV) Marion, Ill.; WAQP(TV) Saginaw, Mich., and WNYB-TV Buffalo, N.Y. WINM(TV) is independent on ch. 63 with 5,000 kw visual, 500 kw aural and ant. 499 ft.

WJDB-AM-FM Thomasville, Ala. ■ Sold by WJDB Radio Inc. to Griffin Broadcasting Corp. for $375,000. Price includes $95,000 cash at closing, $5,000 deposit and $275,000 10-year promissory note at 10%, of which $125,000 is for five-year noncompete covenant. **Seller** is headed by Cecil E. and Percey T. Goodreau, husband and wife, and has no other broadcast interests. **Buyer** is headed by W. Ivey Griffin. WJDB(AM) has country format on 630 khz with 1 kw day. WJDB-FM has country format on 95.3 mhz with 3 kw and ant. 300 ft.

KBYE(AM) Oklahoma City ■ Sold by L. Win Holbrook to SCI Inc. for $315,000. Price includes $280,000 cash at closing and $35,000 deposit. **Seller** is bankruptcy trustee, and has no other broadcast interests. **Buyer** is headed by Charles C. Freeny III and James P. Freeny, brothers, and Jeffrey Bodley, and have interests in KT7OX, an LPTV in Oklahoma City. KBYE has religious format on 890 khz with 1 kw day.

KRGE(AM) Weslaco, Tex. ■ Sold by Sunbelt Radio Group Inc. to Christian Ministries of the Valley for $300,000. Price includes $100,000 earnest money deposit and $200,000 seven-year promissory note at 2%. **Seller** is headed by Richard N. Lea, Dain Schult, Martin T. Gatins and Jo Ann Waddell and is licensee of KRRG(FM) Laredo, Tex. **Buyer** is headed by Elias, Eli and Enrique Garza, all brothers, and Andrea Garza, wife of Elias, and have no other broadcast interests. KRGE is fulltimer and has oldies format on 1290 khz with 5 kw.

KOZN(FM) Imperial, Calif. ■ Sold by KOZN FM 99 Ltd. to Acacia Amusement Corp. for $250,000. Price includes $215,000 cash at closing and $35,000 escrow deposit. **Seller** is headed by Richard M. Kipperman, bankruptcy trustee, and has no other broadcast interests. **Buyer** is headed by Alfonso C. Pena and Aaron Berger, and has interests in Pueblo Broadcasting Corp., licensee of KXLN-TV Rosenberg, Tex. KOZN adult contemporary format on 99.3 mhz with 3 kw and ant. 200 ft.

FLOW CHARTED

The average cash flow margin for a TV network affiliate was 38.1%, according to the *1990 Television Financial Report* prepared by the National Association of Broadcasters and the Broadcast Cable Financial Management Association. The study also found that the average margin for affiliates was more than twice that for independent stations (13.6%).

CANADIAN BUYS

Heritage Media Corp. subsidiary, ActMedia, said it purchased last week Something Else Marketing Ltd., a Toronto-based in-store advertising firm. Heritage also said ActMedia made an investment "to potentially obtain a controlling interest" in Supermarket Visions Ltd., an in-store U.K.-based firm. The consideration was not disclosed for either transaction.

FOR SALE

Southwestern AM/FM with Cash Flow
$13.5 Million

Central Pennsylvania AM/FM
$6 Million

Ohio AM/FM
$6 Million

Eastern U.S. CBS TV Affiliate
Under $20 Million

For additional information, contact Ted or Todd Hepburn

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Heinz

Continued from page 55.

ter basis, will consist of 14 hours of programs as well as vignettes and support material, including public service announcements, all produced at WCVB-TV, the Hearst flagship station.

The programs will include a lead-off one-hour special, followed by two one-hour and three half-hour dramas, a one hour *American Family Quiz*, three one-hour documentaries exploring family issues and 12 half-hour *Family Portraits* examining the diversity of the American family.

According to William Kunkel, senior vice president, Hearst Entertainment Distribution, Heinz will buy all of the available national barter time in the package, which includes four minutes in the hour programs and three minutes in the half-hour programs. In addition, stations will be required to carry a certain amount of 30-second vignettes per week, about half of which Heinz will sponsor nationally and half which stations can sell locally.

The package is similar to one Hearst launched a year ago called *Great Expectations*, which focuses on education. The main difference is that *Expectations*, cleared in about half the country, was sold for cash. All six Hearst stations, covering about 8% of the country, will carry the *Family Works* package.

The *Family Works* project will be a priority for Hearst at NATPE in January, said Kunkel. In addition, the company will be selling a new package of made-for-TV movies produced by Hearst Entertainment Productions (formerly King-Phoenix Entertainment). The package will include 10 or 12 titles, including *Prince of Bel Air*, and *Thompson's Last Run*.

Each title in the new package will have a single run over a one-month window, said Kunkel, with an 8 minute national, 16 minute local barter split. "There's a lot of barter in the market, which is why we've reduced the national portion in this package," said Kunkel. "We're saying, let's let the station be creative in how they make their money. We owe stations the opportunity to make the best return they can."

Kunkel also said Hearst would decide in the next few weeks whether or not to launch a proposed new strip and a new weekly program for syndication next fall. Hearst will continue to sell the first 26-episode cycle of *Neon Rider*, a weekly drama, at NATPE. In the October Nielsens, the show averaged a 1.9 household rating and a four share. No word yet on whether the show will be renewed. **-SM**

Week 10

RATINGS ROUNDUP

Nov. 19–Nov. 26

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	22.5/36	C	60 Minutes
2		20.6/33	A	Movie Spec.: 'IT', Pt.2
3	▲	18.2/30	A	Monday Night Football
4	▲	18.1/27	A	Amer. Funniest People
5	▲	17.9/26	A	Amer. Funniest Videos
6	▲	17.8/26	C	Murder, She Wrote
7	▲	17.7/26	C	Murphy Brown
8	▲	17.6/26	C	Designing Women
9	▲	17.5/31	N	Golden Girls
10	▼	17.4/31	N	Empty Nest
11		16.1/27	A	Movie Spec.: C. Dundee
12	▼	16.0/31	N	Cheers
12	▲	16.0/25	N	Matlock
14	▲	15.3/27	A	Full House
15	▲	15.2/24	A	Who's the Boss?
16	▲	15.1/23	C	Major Dad
17	▲	15.0/23	A	Head Of The Class
17	▲	15.0/23	N	Heat Of The Night
17	▼	15.0/25	N	Unsolved Mysteries
20	▲	14.9/26	A	Family Matters
21	▲	14.6/23	N	Movie: In The Line/Duty
21	▲	14.6/23	C	Rescue: 911
23	▲	14.5/21	F	Married...With Children
24	▲	14.1/27	N	Carol & Company
25	▲	13.2/20	N	Fresh Prince Of Bel Air
26	▼	13.1/21	A	Movie: I'll Take Romance
27		12.9/20	C	Evening Shade
27		12.9/24	N	Super Bloopers/Jokes
29	▲	12.8/21	A	Macgyver
29		12.8/20	F	Married/Children Spec.
31		12.6/22	N	Movie: Perry Mason
31	▲	12.6/24	A	20/20
33	▲	12.5/20	C	Planes, Trains and Autos
33	▲	12.5/22	A	Perfect Strangers
35	▼	12.3/25	N	A Different World
36	▲	12.1/18	F	In Living Color
37	▼	11.9/24	F	The Simpsons
37		11.9/21	C	Trials Of Rosie O'Neill
39	▼	11.6/23	N	Cosby Show
40		11.3/18	C	Motown 30
41		11.2/20	C	Circus Of The Stars XV
42	▼	10.9/17	N	Movie:Thanksgiving Day
43	▼	10.8/21	N	Grand
44	▲	10.7/18	N	Law And Order
45		10.6/21	N	American Dreamer
45	▲	10.6/2[illegible]	C	Dallas
47	▲	10.5/19	A	Going Places
48	▲	10.2/18	N	Night Court
49		10.1/19	A	College Football Spec.
50	▲	9.7/15	A	Life Goes On
51		9.5/20	C	Face To Face w/ C. Chung
52	■	9.1/16	C	Broken Badges
52	▲	9.1/18	A	Father Dowling
52		9.1/14	N	Parenthood Spec.
55	▼	9.0/19	N	L.A. Law
56	▲	8.7/16	N	Wings
57		8.6/16	N	Main Event
57		8.6/14	C	Muppets Clbrt Henson
59	▲	8.5/13	F	Get A Life
59		8.5/15	N	Penn & Teller:Don't Try
61		8.2/15	C	Over My Dead Body
61	▲	8.2/17	A	Primetime Live
63	▲	7.9/14	F	America's Most Wanted
64	▲	6.9/12	C	Bagdad Cafe
64	▲	6.9/14	C	Wiseguy
66		6.7/11	F	Comic Strip/Live
66	▼	6.7/13	C	Flash
68	▲	6.3/10	F	Parker Lewis
69		6.2/13	C	Primetime Pets Spec.
69	▲	6.2/10	F	True Colors
71	▼	6.1/12	C	Doctor, Doctor
72		6.0/12	F	Babes
72		6.0/9	F	Movie: Hairspray
74		5.9/11	A	Cop Rock
75	▲	5.8/10	F	Cops
75		5.8/10	F	Cops Spec.
75	▲	5.8/10	C	Uncle Buck
78		5.4/8	N	Movie:Pigeons Go To Die
79		5.3/10	F	Totally Hidden Video
80	▲	4.1/8	F	Beverly Hills, 90210
81	▲	3.8/7	F	Against The Law
81		3.8/7	F	Haywire

FOR THE RECORD

As compiled by BROADCASTING from Nov 22 through Nov 28 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition [illegible] reconsideration; PSA—presunrise service authority; pw[illegible]—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes item refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WJHO(AM) Opelika, AL** (BAL901113EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Opelika-Auburn Broadcasting Co. Inc. to Sun Broadcasting Co. Inc. for $50,000. Seller is headed by John E. Smollon; Helen Ferguson Zachry and Miles Ferguson Jr., sister and brother; Thomas D. Sahford III, William Samford and Aileen Samford Wapole, brothers and sister, and Yetta G. Samford (a distant cousin) and C.C. Torbert, who has no other broadcast interests. Buyer is headed by John W. Rice and Stephen D. Benson. Filed Nov. 13.

■ **WJDB-AM-FM Thomasville, AL** (AM: BAL901113HP; 630 khz; 1 kw-D; FM: BALH901113HQ; 95.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from WJDB Radio Inc. to Griffin Broadcasting Corp. for $375,000. Seller is headed by Cecil E. and Percey T. Goodreau, husband and wife, and has no other broadcast interests. Buyer is headed by W. Ivey Griffin. Filed Nov. 13.

■ **KYAX(FM) Alturas, CA** (BTCH901030EB; 94.5 mhz; 100 kw; ant. 106 ft.)—Seeks assignment of license from Robert W. Hansen to Richard L. Hansen for $1 in transfer of stock, and includes KCNO(AM) Alturas, CA. Seller and buyer are brothers and have interests in KCNO Inc., the licensee. Filed Oct. 30.

■ **KOZN(FM) Imperial, CA** (BALH901030GR; 99.3 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from KOZN-FM 99 Ltd. to Acacia Amusement Corp. for $250,000. Seller is headed by Richard M. Kipperman, bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Alfonso C. Pena and Aaron Berger, and has interests in Pueblo Broadcasting Corp., licensee of KXLN-TV Rosenberg, TX. Filed Oct. 30.

■ **WCNU(AM) Crestview, FL** (BAL901102EF; 1010 khz; 10 kw-D 84 w-N)—Seeks assignment of license from Gulf Shores Broadcasting Co. to Ashley Norman Davis Jr. for $150,000. Seller is headed by Jerry W. Milligan Sr., Carroll D. Caldwell and Janice A. Milligan, and has no other broadcast interests. Buyer owns LPTV W24AM Defuniak Springs, FL and CP for LPTV ch. 14, Luverne, AL. Filed Nov. 2.

■ **WINM(TV) Angola, IN** (BALCT901109KG; ch. 63; 5000 kw-V; ant. 499 ft.)—Seeks assignment of license from Tri-State Broadcasting Corp. to Tri-State Christian TV for $400,000. Seller is headed by Paul E. Paino, and Paul C. and Phillip C. Paino, his sons, and has no other broadcast interests. Buyer is headed by Garth W. and Christina Coonce, husband and wife, and Julie A. Nolan and Victoria M. Clark, their daughters, and is licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI, and WNYB-TV Buffalo, NY. Filed Nov. 9.

■ **KKLO(AM) Leavenworth, KS** (BAL901109EA; 1410 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from KKLO Inc. to [illegible]ck L. Wodlinger for $10 and assumption of seller's liabilities. Seller is headed by Kevin M. Wodlinger, Stephen R. Wodlinger and Michael H. Wodlinger, all brothers, and it owns Wodlinger Broadcasting Co. of Naples Inc., licensee of WIXI(FM) Naples Park, FL. Kevin M. Wodlinger owns all stock of Monett Communications Inc., licensee of KRMO(AM)-KKBL(FM) Monett, MO, and is permittee of new FM in Cassville, MO. Buyer has no other broadcast interests. Filed Nov. 9.

■ **WQXY(AM) Hazard, KY** (BTC901113EB; 1560 khz; 5000 kw-V; ant. 499 ft.)—Seeks assignment of license from Black Gold Broadcasting Partnership to Black Gold Broadcasting Inc. in transfer of stock. Transferor is headed by John E. Edwards and has no other broadcast interests. Transferee is headed Ed-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ **Total TV**	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ **Total LPTV**	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1250-1

Broadcasting Dec 10

Reaching over 117,000 readers every week

60th Year 1990

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Tribune examines British radio channel joint ventures

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Weak retail market impacts TV advertising

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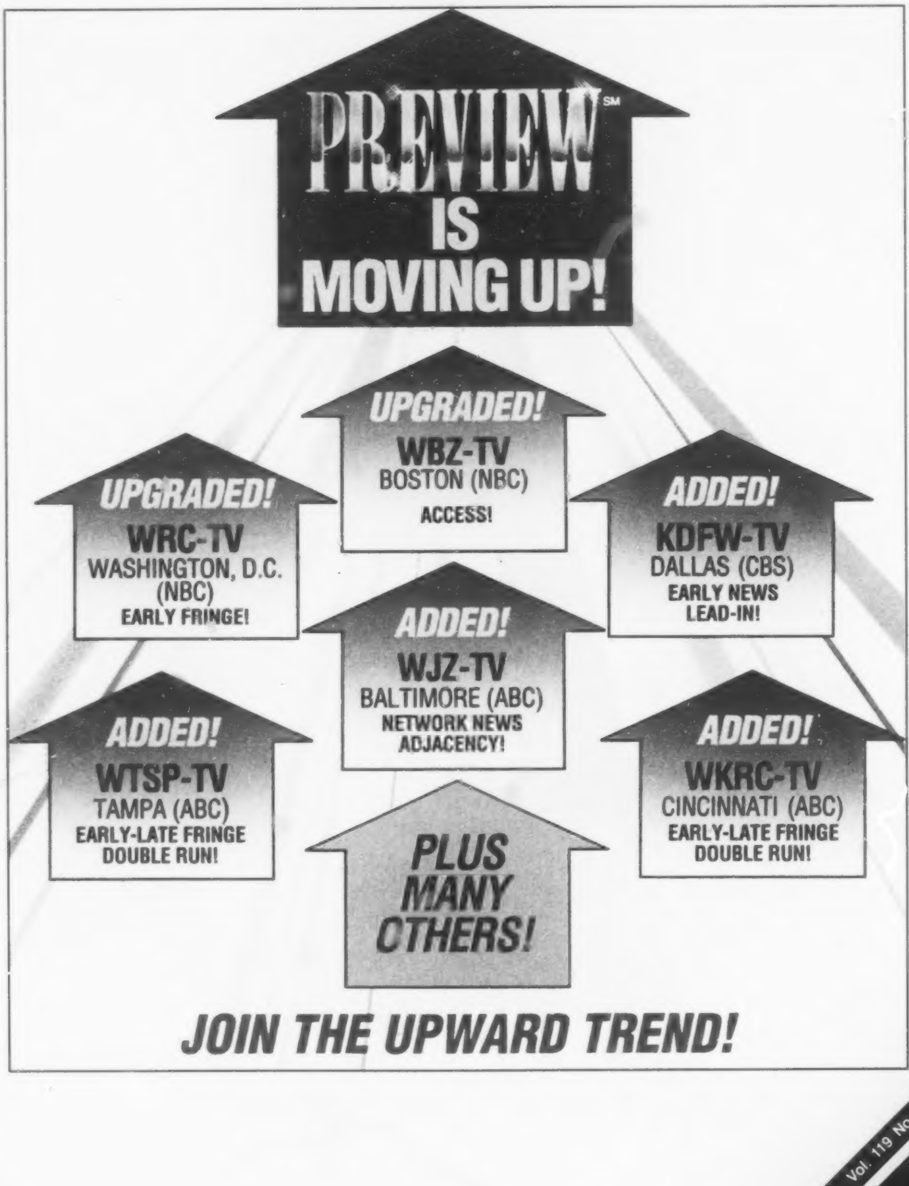
SkyPix and Comsat end talks, questioning each other's bankability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EARLY-LATE FRINGE DOUBLE RUN!
PLUS MANY OTHERS!
JOIN THE UPWARD TREND!

Vol. 119 No. 24

Effective Competition

THIS WEEK

47 / CABLE COMPETITION STANDARDS

The FCC is set to issue new effective competition standards for the cable industry, which could bring the basic service of most cable systems under municipal regulation. The FCC is proposing a three-part test: systems whose penetration exceed 50% or who have six broadcast stations in the market would be subject to regulation. Other tests would likely include the amount of multichannel video competition and "a good actors" test.

49 / DEJA VU

According to Nielsen Media Research, the number of prime time programs repeated so far this season is 37, up 48% from the 25 programs repeated up to this point a year ago. More reruns are seen as a network strategy to keep costs down in a revenue-scarce fourth quarter. Networks are also putting off schedule changes and cancellations until first quarter 1991 to avoid losing advertising money. That also means fewer holiday specials.

50 / IT'S IN THE MAIL

Producers are awaiting word from the networks on what will happen with many first-year shows. All of the networks have given back-end orders to most of their new shows, but each—with the exception of ABC—have at least a couple first-year series that will be notified of their fates this week or next.

53 / MARKEY AGENDA

Passage of a comprehensive cable regulation bill is House Telecommunications Subcommittee Chairman Ed Markey's top priority. The subcommittee chairman also plans to develop separate legislation addressing the issue of permitting telephone companies to offer video services.

56 / INTV HANGS TOUGH

Despite the growing number of distributors declining to screen new programs for the Jan. 3-5 INTV convention in Los Angeles, INTV officials say the lobbying organization remains a healthy and vital torch bearer for independent stations. To foster increased station participation and sales, the INTV convention planning board has instituted a contest to promote visitation of distributors' screening suites. However, 18 companies that screened at last year's INTV gathering have pulled out this year to possibly concentrate declining budgets on NATPE's Jan. 14-18 International Program Conference.

59 / SWEPT OUT

Post-November sweeps results claimed the first official game show casualty last week, with ITC Domestic Television informing clients that it will discontinue distribution March 8. Among other first-run game show strips facing the battle for survival, Buena Vista Television's *The Challengers* was downgraded from 3 p.m. on WLS-TV Chicago to 2:30 a.m., and sources have indicated that WNBC-TV New York is ready to move the show out of its coveted 7:30 p.m. slot.

An inside look at Hispanic communications (page 67)

67 / SOMETHING SPECIAL

Advertising expenditures in Hispanic TV and radio increased to $480 million-plus in 1990, even as this segment of the media industry continued to outpace its English-language counterparts. Advertisers are coming to the table, but the industry is still grappling with problems of audience definition and measurement. In both TV and radio, ratings services are in heated battles for market dominance. Meanwhile, programers of Spanish-language TV have ever larger libraries from which to choose, and Hispanic radio operators continue to thrive with techniques borrowed from English-language radio. Using narrowcasting and niche targeting to compete with mainstream stations, they are winning in markets such as Miami, Los Angeles, New York and San Antonio.

85 / FRIENDLY COMPETITION

In an unusual arrangement, Fox affiliate WOLF-TV Scranton, Pa., has reached an agreement with the ABC affiliate there to air WOLF-TV's 10 p.m. newscast exclusively on the competitor's airwaves. It all begins Jan. 2, 1991.

86 / LOOKING TO NEXT YEAR

There were no breakthrough deals for new programers at the Western Cable Show, but most express confidence they will be able to weather another difficult year in 1991 as they search for channel space and operator interest in carrying them.

91 / HOLIDAY BLUES

Retail spending by consumers is expected to be off this Christmas, which is bad news for TV stations that have developed a dependency on ad revenue from department stores, discounters and other retailers. A survey of TV sales managers indicates a gloomy holiday season, with several looking at new marketing methods to bring in new money.

96 / TRIBUNE KICKS TIRES

Tribune Broadcasting has been quietly checking out British communication companies to determine whether, and with whom, to form a joint venture for a new national "speech" (news/talk) channel to be allocated on the AM band by the U.K. government. ITN, an independent broadcast news supplier, appears to be the top suitor at the moment.

98 / HOLIDAYS ENGULF TROOPS

As the 1990 holidays approach, radio stations nationwide have developed special promotional campaigns to bring season's greetings to American troops based in Saudi Arabia and the Persian Gulf.

101 / MATTER OF ETHICS

The FCC has liberalized its interpretation of the ethics rules, making them "more responsive, more consistent with the ethics law," said the FCC general counsel.

Rerunning network shows such as 'The Wonder Years' is one way to curb fourth-quarter costs (page 49)

102 / FIN-SYN EN BANC HEARING

Rich Frank, president of Walt Disney Studios, is expected to use the Dec. 14 FCC fin-syn en banc hearing to push for modification of the prime time access rule. Disney believes that maintaining PTAR threatens the quality and economic viability of network programing because the emergence of Fox has drastically reduced the number of syndication outlets available. Aside from Disney, there is little support, especially at the FCC, for modifying PTAR.

105 / UNDONE DEAL

Why did several months' optimism about securing a $100 million Comsat investment in SkyPix's mid-power Ku-band satellite 'video store' turn suddenly sour? Sources in and out of Comsat and SkyPix pointed less to doubts about SkyPix's digital video compression technology than to the ability of each party to raise money. Both companies said they remain champions of mid-power and vowed their plans for the newest generation of direct-to-home TV will become reality, together or separately.

107 / NEW MEDIA

A group of Western media experts gathered in Prague to help Czechoslovakians redraft their country's new media law.

110 / NO EASY CHOICE

Faults with all three of the FCC's proposed bands for digital audio broadcasting were discussed in comments to the commission's WARC-92 inquiry. But one proposal, 1493-1525 MHz, seemed to emerge as the most realistic option. The National Association of Broadcasters said that the FCC "cannot be rushed" and should not choose any DAB band until transmission system design questions are answered.

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CBS NEWS EXPECTED TO CUT 'AMERICA TONIGHT'

Likely loss of show should not result in staff cuts; move will make room for original action-adventure dramas in same time slot

CBS News, in an environment of cutbacks at the division, is expected to lose *America Tonight* next month as the network makes room for original new action-adventure dramas in the late-night slot.

But the likely loss of *America Tonight* should not result in any additional staff cutbacks, according to Lane Vernados, executive producer of the show. He said the program's staff of 30 would likely return to the CBS units from which they originally came. "It's not impossible to believe one or two secretarial or production assistant level positions could be lost," he said.

The apparent job security among *America Tonight* staffers should be a welcome assurance from CBS News management, which is said to be eliminating up to 50 jobs by year-end. CBS News and rival news divisions have been scaling back as a result of multimillion dollar coverage of the Persian Gulf crisis and a softening marketplace.

CBS News in recent weeks has closed its Chicago and Denver bureaus, as expected (BROADCASTING, Nov. 19). Chicago dropped five staffers and 10 union technicians were moved to O&O WBBM-TV there, where the division plans to maintain one correspondent and one producer at an as-yet-undetermined location. Denver lost one producer and a correspondent will work from home.

CBS affiliates, still smarting from the network's announcement to cut compensation, appear to be accepting the news cutbacks as a sign of the times. "It is regrettable, but news has to answer to the economics of the times like everybody else," said E. Berry Smith, chairman of the CBS affiliate board, a sentiment echoed by several other affiliates.

And despite cutbacks, CBS News continues to develop such projects as *Who's Side Are You On?*, produced by Andrew Heyward, which will look at several sides of a controversial issue. Also, the network last week devoted its weekly *48 Hours* to a pair of half-hour courtroom stories, designed as a possible recurring segment on the prime time news show or as a potential standalone half-hour series. **-RB**

RADIO WEEKLY REACH ON AM-FM STATIONS
Monday-Sunday, 24-hour day

	Persons	*Adults*	*Men*				*Women*				*Teens*
	12+	*18+*	*18+*	*18-24*	*25-54*	*55+*	*18+*	*18-24*	*25-54*	*55+*	*12-17*
Both AM and FM	**32%**	**34%**	**36%**	**25%**	**40%**	**35%**	**31%**	**18%**	**32%**	**35%**	**16%**
AM	**10%**	**11%**	**11%**	**2%**	**6%**	**26%**	**12%**	**1%**	**6%**	**27%**	**2%**
FM	**54%**	**51%**	**49%**	**72%**	**52%**	**29%**	**53%**	**79%**	**59%**	**28%**	**81%**
Do not listen	**4%**	**4%**	**4%**	**1%**	**2%**	**10%**	**4%**	**2%**	**2%**	**10%**	**1%**

Source: RADAR 42, Volume 1, Fall 1990. Copyright Statistical Research Inc.

Radio continues to be the medium of choice, according to just-released numbers in the fall 1990 RADAR report. Approximately 96% of persons aged 12 and older listen to or hear radio during the course of a week. On a projected basis, the figure translates into almost 194 million people. In addition, the report finds that more than 156 million people, or 77% of the population, are reached by stations associated with networks that are measured by RADAR. In an average quarter hour throughout a week, almost 24 million persons listen to the radio.

Other radio usage patterns posted in RADAR include listening to FM versus AM stations. The numbers show that FM radio maintained its 77% share of persons aged 12 and older (a percentage first achieved in 1989). Total reach per band varies by age. Teen-agers prefer FM overwhelmingly over AM, 81% listen solely to FM. Only 28% of persons aged 55 and over listen to FM.

The current RADAR results reflect radio usage during the measurement year of November 1989 through October 1990. Estimates apply to persons 12 years of age and older, Monday-Sunday, total day. The RADAR network audience reports are based on station clearances of programs and commercials and are scheduled for release in February, 1991. The 1990 RADAR studies are jointly sponsored by ABC, CBS, National Black Network, Sheridan Broadcasting, Unistar, Westwood One Radio Networks, advertisers and agencies.

TISCH EXPLAINS PAYMENT CUTS

The war—so far mostly words—between CBS and its affiliates, has continued since the network announced a 20% across-the-board cut in the cash compensation paid to affiliates (BROADCASTING, Nov. 26). CBS last week sent a seven-page letter under the signature of President and Chief Executive Officer Laurence Tisch that restated the reasons for the reduction—partially offset by giving affiliates incremental ad inventory of roughly six-and-a-half minutes per week. The letter said: "With each passing week, network advertising has been weaker and our financial situation has worsened." It blamed much of the "flattened" three-network revenue picture on cable and Fox. Tisch added that CBS cut its 1991 budget by "another $80 million from our own operations."

For its part, the CBS affiliate board has asked its counsel to examine whether a more aggressive posture vis-a-vis the network would put it in conflict with antitrust law, and whether it might be possible to get a "limited exemption" from that law. Affiliate Board Chairman E. Berry Smith said the purpose of an exemption would be to allow the board "to say something or to encourage our group to do something. It might make our relationship [with CBS] a little more even-keeled." Smith said he believed such an exemption would require congressional action.

The board and CBS will meet again in January at a business meeting in Los Angeles that has replaced a longer meeting previously planned for Hawaii.

RATINGS ROUNDUP

After losing the previous week to ABC, NBC bounced back to a strong ratings win for the week of Nov. 26-Dec. 2. NBC averaged a 13.1 rating and 21 share, while ABC and CBS battled it out for second place with ABC coming out on top by one-tenth of a rating point, 12.4/20 to CBS's 12.3/20. Fox averaged a 5.9/10.

Week 11 **Nov. 26–Dec. 2**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	20.4/32	N	Cheers
2	▼	19.8/32	C	60 Minutes
3	▲	18.6/29	N	A Different World
4		18.3/27	A	Roseanne
5	▲	18.1/28	N	Cosby Show
6		18.0/26	C	Murder, She Wrote
7		17.9/28	N	Hallmark: Decoration Day
8	▼	17.8/27	C	Murphy Brown
9	▲	17.6/31	N	Empty Nest
10	▲	17.3/26	N	Matlock
11	▼	17.1/26	C	Designing Women
12	▲	17.0/26	C	Major Dad
13	▼	16.8/25	A	Amer. Funniest Videos
13	▼	16.8/28	A	Monday Night Football
15	▲	16.6/26	N	Unsolved Mysteries
16	▼	16.5/29	N	Golden Girls
16	▲	16.5/25	N	Heat Of The Night
18	▲	15.9/27	A	Family Matters
19		15.8/24	A	Doogie Howser, M.D.
19	▼	15.8/28	A	Full House
21		15.7/24	A	Growing Pains
21		15.7/25	A	Wonder Years
23	▲	15.6/25	C	Stranger Within
24	▼	15.1/23	A	Who's the Boss?
25	▲	14.8/25	N	L.A. Law
26	▼	14.7/21	A	Amer. Funniest People
27	▼	14.6/22	C	Rescue: 911
28		14.4/22	A	Coach
29		14.1/22	C	Movie: Fatal Image
29	▲	14.1/23	N	Grand
29		14.1/24	C	Knots Landing
32	▼	14.0/22	C	Evening Shade
33	▼	13.9/25	N	Carol & Company
33	▼	13.9/21	A	Head Of The Class
33		13.9/24	A	Perfect Strangers
36		13.8/23	C	Jake And The Fatman
37	▼	13.6/21	N	Fresh Prince Of Bel Air
38	▲	13.5/22	N	Movie: To My Daugher
39	▼	13.3/20	A	Movie: Commando
40		12.9/21	A	Married People
40		12.9/23	A	Tube Test
42	▲	12.7/22	N	Law And Order
43	▼	12.5/23	A	20/20
44	▼	11.8/18	F	The Simpsons
45	▲	11.4/20	A	Going Places
46	▼	11.1/20	C	Dallas
47		11.0/17	N	Dear John
47	▲	11.0/17	A	Father Dowling
49	▼	10.9/16	F	In Living Color
49	▼	10.9/16	F	Married...With Children
51	▼	10.8/19	C	Trials Of Rosie O'Neill
52		10.7/16	N	Ferris Bueller
53	▼	10.4/20	N	American Dreamer
53	▲	10.4/18	A	Primetime Live
55	▼	10.3/17	A	Macgyver
56	▲	10.1/16	C	Flash
56		10.1/16	A	Gabriel's Fire
58		10.0/18	N	Fanelli Boys
59		9.8/17	N	Movie: Night Visions
60	■	9.6/18	N	Amen
61	▲	9.5/15	C	Doctor, Doctor
62		9.4/16	A	thirtysomething
63		9.1/14	C	Top Cops
64		8.4/13	C	48 Hours
65	▼	8.3/12	F	Get A Life
65		8.3/14	N	Quantum Leap
67		8.2/14	C	Evening Shade Spec.
67		8.2/14	N	Hunter
69	▼	8.1/14	C	Over My Dead Body
70	■	8.0/13	N	Working It Out
70		8.0/15	A	Young Riders
72		7.9/13	A	World Of Discovery
72		7.9/15	A	Twin Peaks
74		7.8/13	N	Super Bloopers/Jokes
75	▼	7.4/12	F	Parker Lewis
76		6.7/12	C	Hogan Family
77	▼	6.6/11	F	America's Most Wanted
78		6.1/9	F	Good Grief
79	▼	6.0/9	F	Babes
79		6.0/11	A	China Beach
79		6.0/9	N	Lifestories
79	▼	6.0/10	F	True Colors
83	▼	5.8/9	F	Movie: Working Trash
84		5.7/10	C	Family Man
84	▼	5.7/11	C	Wiseguy
86	▼	5.4/10	C	Broken Badges
87	▼	4.9/9	F	Cops
88	▼	4.6/8	F	Totally Hidden Video
89	▼	4.4/7	F	Beverly Hills, 90210
89	▼	4.4/7	F	Comic Strip Live
91	▼	3.2/6	F	Haywire
92	▼	2.7/5	F	Against The Law
92		2.7/5	F	American Chronicles

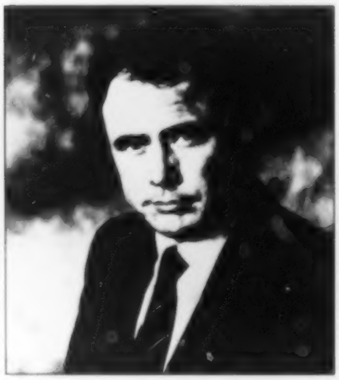
FREEZE FRAMES: Syndication Scorecard * **Week ended Nov. 25**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.1	220	98
2	Star Trek: Next Generation (Paramount)	12.0	233	98
3	Jeopardy! (King World)	11.6	209	96
4	MGM Premiere Network (MGM/UA)	10.6	160	91
5	Magic I (Buena Vista)	10.0	187	93
6	Entertainment Tonight (Paramount)	8.6	175	95
7	Oprah Winfrey (King World)	8.5	202	95
8	Cosby Show (Viacom)	8.1	200	96
9	Wheel of Fortune, wknd. (King World)	8.0	181	82
10	Current Affair (20th Century Fox TV)	7.8	190	95
11	Ent. Tonight Thanksgiving (Paramount)	7.1	170	95
12	Warner Bros. Prem. Edition (Warner Bros.)	6.8	128	91
13	Donahue (Multimedia)	6.3	224	97
14	Super Force (King World)	5.7	170	94
15	Inside Edition (King World)	5.3	122	77
15	Star Search (TPE)	5.3	169	95

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

SPECIAL REPORT



Big Business in Any Language

HISPANIC BROADCASTING

Hispanic television and radio is a $480 million-plus business in the U.S. and is growing. In 1990 advertising expenditures in the various Hispanic media grew at a faster rate than those in their English-language counterparts. An important factor fueling the interest and the growth in Hispanic media is the growth of the Spanish-speaking population—roughly 6% per annum—greatly exceeding the national average.

As the population booms and more advertisers come to the table, the problems of defining the Hispanic audience, and measuring it, will continue to pose a challenge for the three ratings services vying for market dominance in TV, The Arbitron Co., Nielsen Media Reseach and Strategy Research Corp. Nielsen appears to *be inching ahead with the cooperation of Univision and Telemundo, and has already installed peoplemeters, and conducted trial runs.*

Radio operators continue to thrive with techniques borrowed from English-language radio. Narrowcasting and niche targeting are terms creeping into the vocabulary, as stations go head to head with mainstream stations—and win—in markets such as Miami, Los Angeles, New York and San Antonio. Birch/Scarborough and Arbitron have expanded their Hispanic rating efforts. What follows is a look at the who, what, when and where of Hispanic communications.

HISPANIC MEDIA: FAMILIARITY BREEDS COMPENSATION AND COMPETITION

Ad revenue for television leaps in 1990; but repeat performance and radio gains in '91 may be harder due to economic 'slump' and new players

As Hispanic media grow, their revenue outlook becomes more similar to that of the larger media community. On the plus side are a wider base of advertisers who have more experience using the media. On the down side are new entrants, further diluting inventory and battling for budgets. Common to all are a week-to-week uncertainty over the bigger economic picture and its effect on advertising.

Fortunately, the advertising budgets allocated to Hispanic media have continued to increase, doing so in 1990 at a rate more rapid than that of their English-language counterparts. As the accompanying chart shows, total dollars spent on Hispanic media were estimated to have grown 7.6% in 1990, to $628.2 million. The growth was most noticeable in television, with national TV drawing a 17% increase and local TV growing by 9%.

Roughly one of every three dollars goes to Univision and its owned stations. President Bill Grimes said that in 1990 the network's revenue was likely to increase 25%-26% over the prior year, while that of the nine owned stations would increase 7%-8%, for a combined increase of roughly 16% over 1989. The strong performance was due in part to the network's telecast of the World Cup soccer matches.

For the number-two network, Telemundo, full-year figures were not yet available, but results for the first nine months ending Sept. 30 were up 28% for operations in the continental U.S.—revenue from Puerto Rico was down—to $55.6 million. National revenue increased faster, jumping 37%, while local revenue was up 12%, with some of the latter gain due to the accounting consolidation of KDVA-TV San Antonio.

Already Univision and Telemundo are beginning to face a third contestant for national television dollars, Galavision, which still, however, draws most of its strength from a few markets in the Southwest. One market source estimated that the Mexican-based network's Los Angeles affiliate, KWHY-TV, took in about $7 million in 1990, more than quadrupling its 1989 revenue—the station became an affiliate in March 1989. Additional competition will come from two cable channels due this spring.

WHERE THE MONEY COMES FROM
Top Hispanic advertisers

Procter & Gamble	**$29.8 million**
Philip Morris	**$8.7 million**
Anheuser-Busch	**$8.6 million**
Sears, Roebuck & Co.	**$8.2 million**
Colgate-Palmolive	**$7.6 million**
McDonald's	**$7.3 million**
Coca-Cola	**$6.6 million**
Ford Motor	**$5.2 million**
Adolph Coors	**$5.1 million**
Burger King	**$4.8 million**

WHERE THE MONEY GOES (in millions)

	1989	*1990*	*% chg.*
National TV*	**$121.6**	**$142.8**	**17.4**
National Radio	**51.5**	**55.1**	**7.0**
Local TV	**120.5**	**131.1**	**8.8**
Local Radio	**149.3**	**156.0**	**4.5**
Print	**57.2**	**58.9**	**3.0**
Outdoor	**17.3**	**17.0**	**-1.7**
Promotion	**61.6**	**63.6**	**3.2**
Transit	**4.6**	**4.2**	**-8.7**
Total	**$583.6**	**$628.2**	**7.6**

**Estimates for both years include Galavision, which in 1989 was in separate category from National.*

Estimates courtesy of Hispanic Business.

Competition amongst Hispanic media is not necessarily bad, however. Univision's Grimes said that compared to January 1989, the total Hispanic stations' share of viewing has doubled to 12%. Thus the success of KWHY-TV may be additive. In print, the advantages of competition may be more apparent with the launching of additional consumer magazines helping make it worthwhile for advertisers to produce print ads.

Not everyone agrees with the published estimate of 7% growth for national radio; Gene Bryan, vice president, national sales manager of Katz Hispanic Radio Sales, said he thought growth was somewhat lower.

Continued growth in Hispanic media revenue overall is due to a number of factors. One of the most important is population growth, which at roughly 6% per annum over the past five years greatly exceeds the national average. Media are also continuing to market better to advertisers, helped in part by better research (see story, page 76). Noticeable among new advertisers in 1990 were Japanese-based auto manufacturers such as Honda, Mazda and Nissan. Also some of the newer national media, such as Telemundo, are continuing to expand their reach.

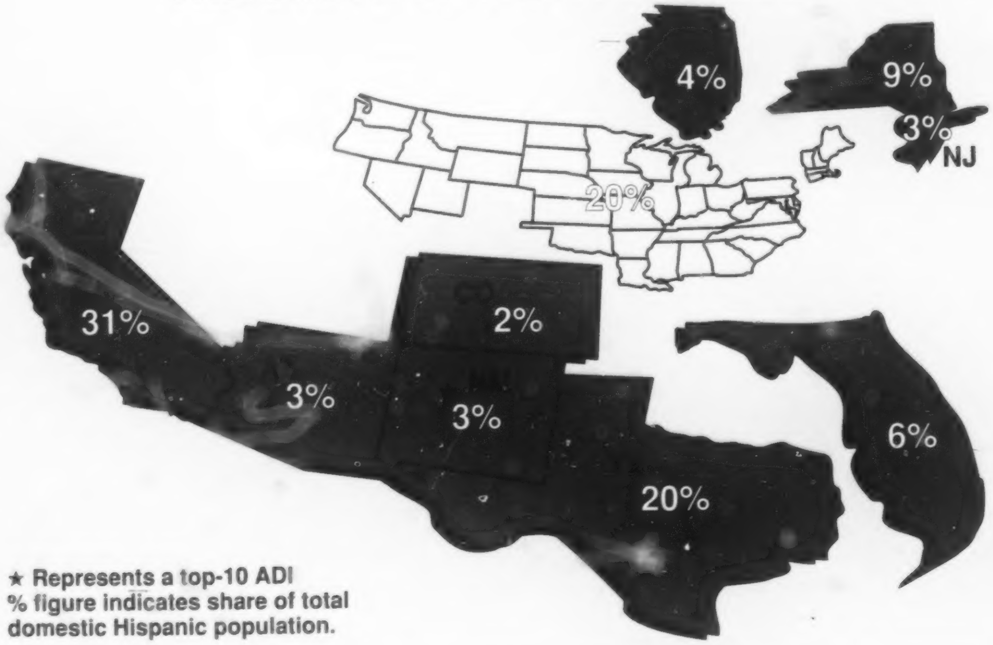
The backdrop to all the good news is an economic deceleration. As of yet those contacted last week were not revealing the same pessimism about 1991 revenue as their English-language counterparts. For instance, Laura Marella, media director of ad agency, Casanova Pendrill Publicidad, said: "Historically, we have been dismayed to know that when advertising budgets were cut, the first thing to go was the Hispanic budget. So far this year I can't say that we have seen that and in some cases our Hispanic budget is increasing a little." But many commenting did not take continued growth for granted. Said Katz

Hispanic's Bryan: "We are projecting minimal radio growth but are optimsitic for the second half of the year."

Univision's Grimes was relatively optimistic about 1991, predicting 10% growth for the stations and the network. Both Univision and Telemundo, and presumably Galavision, are still short of selling all their inventory, which tends to keep unit prices lower and should theoretically help Hispanic television networks in a weak economy. Grimes said that Univision typically had several minutes of commercial time per hour that could be sold above and beyond what is currently sold.

Even if the current economic "slump" does not reduce total dollars going to Hispanic media, it may alter those dollars' allocation. Elsa Saldana, vice president, media director, for ad agency Mendoza Dillon, said she wouldn't be surprised if there was a shift in television spending from network to spot: "Although Hispanic networks are very efficient, they also require higher out-of-pocket costs. You may see some advertisers economizing by covering just two or three markets rather than going with a national plan covering the top 20-30 markets." **-GF**

THE SHAPE OF HISPANIC U.S.A.



★ Represents a top-10 ADI
% figure indicates share of total domestic Hispanic population.

MAJOR HISPANIC GROUPS IN THE TOP-10 ADI's *

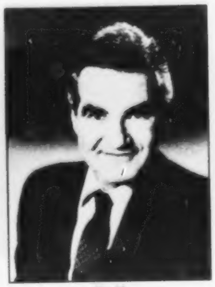
ADI Hispanic Population	% of total pop
Los Angeles **4,205,100** **KMEX-TV Univision** **KVEA-TV Telemundo** **KWHY-TV Harriscope** **KSKQ-AM-FM Spanish Broadcasting System** **KTNQ(AM)-KLVE(FM) Heftel** **KWKW(AM) Lotus**	31%
New York **2,569,700** **WNJU-TV Telemundo** **WXTV(TV) Univision** **WADO-AM Tichenor** **WSKQ-AM-FM Spanish Broadcasting System**	14.2%
Miami **929,900** **WLTV(TV) Univision** **WSCV-TV Telemundo** **WQBA-AM-FM Tichenor** **WCMQ-AM-FM Spanish Broadcasting System** **WAQI(AM)-WXDJ(FM) MambisaHeftel**	29.2%
San Antonio, Tex. **863,600** **KVDA-TV Telemundo** **KWEX-TV Univision** **KCORO(AM) Tichenor** **KRNS(AM)-KZEP(FM) Lotus**	52.2%
Chicago **852,600** **WSNS-TV Harriscope** **WIND(AM)-WOJO-FM Tichenor** **WTAQ(AM) Lotus**	10.4%
San Francisco **352,200** **KDTV(TV) Univision** **KSTS-TV Telemundo**	15.2%
Houston **720,300** **KTMD-TV Telemundo** **KLAT(AM) Tichenor**	18.7%
McAllen-Brownsville, Tex. **599,600** **KGBT(AM)-KIWW(FM) Tichenor** **KIRT(AM)-KQXX(FM) Gomez**	87.2%
Albuquerque, N.M. **539,500** **KLUZ-TV Univision** **KABQ(AM) Gomez**	39.8%
El Paso, Tex. **492,900** **KBNA-AM-FM Tichenor**	67.9%

* Population figures from Arbitron: persons two-plus in TV homes and group quarters. Major group is defined as operator having two or more stations in top-10 markets. Area of Dominant Influence reflects television markets; radio markets are generally the same—although not necessarily in same order—but San Diego is listed as 10th market while Albuquerque is listed as 16th-largest. Does not include low-power television.

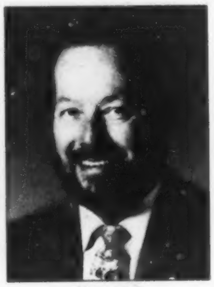
'MAINSTREAM' TELEVISION IS STILL CHANGING COURSE

Some English-language outlets reach for Hispanic audience; but effort is not without risk and revenue lags behind

Lobo



Bell



Pearson

Cuddihy

Cancela

One indicator of the strength of Hispanic media is the restraint of their English-language counterparts in servicing Hispanic viewers. The amount of Spanish-language programing on English-language stations has increased—in part due to second audio program (SAP) channel capability—but most stations still do no simulcasting. In some markets such programing has declined as Hispanic media has grown to meet the needs.

Even so, there are some English-language stations experimenting and increasing their commitment to the Hispanic audience. One of the most aggressive such stations is KTLA-TV in, not surprisingly, the country's largest Hispanic market, Los Angeles. Having begun simulcasting over the SAP six years ago, the Tribune-owned independent now has a full-time translator and simulcasts 22½ hours per week in English and Spanish, including its 10 o'clock newscast, 55 California Angeles baseball games and such syndicated fare as *Loveboat*, *Airwolf* and *Columbo*.

KTLA-TV's general manager Steve Bell said many of the syndicated shows simulcast come from MCA, which, he said, is "the most progressive of all syndicators in this area." Bell also noted that cable systems seem to be passing through the SAP signal.

In a smaller market—but one whose ADI is two-thirds Hispanic, El Paso, Tex., KVIA(TV) also offers some simulcasting on Sunday morning of *A-Team* and *Knight Rider*. KVIA's effort, said its general manager, Richard Pearson, is helped by the increasing percentage of TV sets capable of receiving the SAP channel and by a grant from the Department of Education that has helped fund "real time captioning" of the station's 6 p.m. news.

Simulcasting can also be done on a national level. HBO has done so with its two-year-old *Selecciones en Espanol*, which provides Spanish-language dubs for many films and HBO original programing, including its documentaries and boxing events. Carried by about 180 cable systems, *Selecciones* has coverage by 80% of the operators who have large Hispanic populations, according to Concepcion Lara, director of new business development.

The service, which provides a Spanish audio to HBO programing, can be accessed primarily through the SAP channel, according to Lara. Several Los Angeles systems have made access simpler by putting *Selecciones* (both audio and video) on a separate cable channel.

HBO continues to refine the service and is conducting tests in Miami, Los Angeles and New York to judge how well *Selecciones* marketing efforts are performing. But HBO has little idea just how many Hispanics the service is reaching, since HBO subscribers don't have to pay extra to access *Selecciones*.

But simulcasting and other direct pitches to Hispanics still seem to be the exception. Most of the English-language stations contacted by BROADCASTING said the Hispanic population was being adequately served by Spanish-language stations, especially with news and public affairs programing. A spokesperson for WCIX(TV) Miami said the CBS-owned station has no programing specifically geared for the important Hispanic community there: "Spanish-language people are already very well served."

The cable community is starting to reach out to Hispanic markets, and has the power to do so effectively given cable's regional focus. San Antonio's Paragon Cable, owned by KBLCOM, has had the franchise for 15 months, taking over a situation where "for years there was not a lot of Hispanic involvement or marketing," said T.J. Connolly, director of public affairs. So Paragon, in the fall of 1989, began to aggressively court their Hispanic population by both getting involved in community affairs and marketing directly to the Hispanic consumer. Cable penetration of the Hispanic community is between 35% and 40%, and "we feel it should be 50% or 60%," said Connolly.

To attract this market, Paragon has produced specialty programing for the Hispanic audience and plans to create a bilingual Hispanic affairs show scheduled to debut next summer. The system has also involved itself on a grass roots level, from establishing minority scholarship programing to attending Hispanic parish festivals, said Connolly.

Paragon has also instituted a tier of service below its 30-channel, $18.30 package. Specifically targeted to Hispanic consumers, but not exclusively so, the $14.95, 20-channel package has channels to attract Hispanic audiences. In addition to two Spanish-language broadcast channels, services such as Nickelodeon and The Nashville Network, which do well with Hispanic consumers, are on the 20-channel tier of services.

A survey of stations in New York, which has more than 2.5 million Hispanics, indicates that English-language stations typically serve that community with a weekend public affairs show. WNBC(TV) has a half-hour public affairs show on Sunday called *Visiones* which airs just after a similar offering on WABC-TV called *Tiempo*. WWOR-TV has an hour-long show, Hispanic *Horizons*, aired every other Sunday while WPIX-TV has aired public service announcements targeting the Hispanic community, including one on AIDS that was entirely in Spanish. A spokesperson for WNYW-TV said its news magazine, *The McCreary Report*, covers Hispanic and other minority affairs during the weekly one-hour airing.

In addition to public affairs shows and extended coverage of some community festivals, English-language stations also have made efforts to expand their news distribution, short of simulcasting on the SAP. KHOU(TV) Houston, for instance, has an arrangement with Spanish-language KXLN-TV for the latter to excerpt and rebroadcast video portions of KHOU-TV's newscast.

The most common efforts, such as language and information programing, by no means define the totality of the "Anglo" effort. Some stations, of which WTVJ-TV Miami is probably the best-known example, are pursuing Hispanic viewers through other means, such as promotion, personnel and entertainment programing.

The NBC-owned station's general manager, Dick Lobo, said WTVJ-TV is reaching out to the English-speaking children and grandchildren of Cuban immigrants. Among the many ways to reach that group, he said, are placing ads for the station in Spanish-language newspapers, on Hispanic radio stations that have "crossover" music and on billboards in neighborhoods of "bilingual communities." The station also sponsors several community festivals.

Even entertainment programing is selected with Hispanic viewers in mind. Lobo, whose own ancestors are Cuban, said the station runs "reality" shows such as *Current Affair*, *Entertainment Tonight*, *Personalities* and *Hard Copy* in access: "A lot of Latins, I think, like gritty news." At KVIA-TV, Pearson said that sitcoms such as *Cosby* or *Night Court* "work very well."

In the personnel area, WTVJ-TV has hired as anchors Jose Diaz-Balart and Theresa Rodriguez; both had formerly worked for the Spanish International Network. Because other English-language stations have also hired Hispanics, there has been a bidding war for on-air talent in some cases, according to Jose Cancela, general manager of Miami's Univision affiliate WLTV(TV).

Commitment through hiring is also evident at KVIA-TV El Paso where 73% of the station personnel have a Hispanic surname, and at Capital Cities/ABC-owned KFSN-TV Fresno, Calif., where both primary anchors and the program director are Hispanic. Said the latter's general manager, Marc Edwards: "To be responsive to the community is to have people working here who are responsive."

Advertising may be a key in determining how much effort most English-language stations put into attracting the Hispanics in their communities. In Los Angeles, some advertisers that traditionally used Hispanic media have recently tried KTLA-TV, a VHF independent. In addition, said Bell, one advertisement, from the California Rice Producers, may have been the first local ad produced in both Spanish and English.

But at least on a national basis, it has been difficult for English-language stations to tap budgets intended for reaching Hispanics. John Cuddihy, head of Katz Hispanic TV sales, said that as a result, most of the efforts cited above have been limited to "specialized situations along the border. The opportunities are not as good as initially thought." Katz recently made an effort to form an unwired network of English-language stations reaching Hispanic audiences but found a jurisdictional dispute. Said Cuddihy: "Hispanic agencies have a mandate to put the money in Hispanic media while the other agencies don't have Hispanics in their target demographic."

In addition to revenue concerns, another disincentive for English-language stations to acknowledge the Hispanic audience may be the reaction of their "Anglo" viewers. In some markets, such as Miami, where language has become a political issue, a station that programs, hires and otherwise tries to reach Hispanics may incur some negative reaction. Said Lobo: "I have been told that if we appear to be pandering to Hispanics we will lose some white viewers and I hate to admit it but there has been a little backlash. Still, I have to do what I think is right for the intelligent and thinking people." Said Cancela: "My contention is that the more they [WTVJ-TV] do to attract Hispanics, the more they will alienate their core viewers." GF

BIRCH, ARBITRON MOVE TO IMPROVE HISPANIC COUNT

Arbitron has revised diaries and Birch has intensified language training for interviewers as part of effort to better record Hispanic audiences

Measuring the Hispanic radio audience continues to provide a challenge for both Arbitron and Birch, including such issues as diary completion/retrieval, telephone sample size and subgroup representation.

As the U.S. Hispanic population continues to grow, and as more marketers begin to target the consumer loyalty exhibited by this segment of the population, the Hispanic radio listener has become increasingly valuable to radio stations and advertisers alike. As a result both services have undertaken extensive research to determine methods by which they can maximize their Hispanic sampling, thus insuring a more accurate picture of market-by-market Hispanic audience listening.

Arbitron Director of Research Jim Peacock told BROADCASTING that the two fundamental challenges in measuring the Hispanic audience were obtaining adequate cooperation from the respondents and retrieving good quality data from them. To this end, Peacock said, Arbitron—in its last three surveys—has achieved levels of Hispanic representation "at or above their proportion in the general population in the market." This percentage of "in-tab" diaries obviates the weighting of Hispanic diary returns and, theoretically, yields a more complete profile of Hispanic listening. "We're at a very good level of cooperation and representation, to the degree that the Hispanic population now is cooperating to the same degree as the general population," Peacock said.

Cooperation and representation yield quantity, but achieving quality within that cooperative sample "is a bit trickier," acknowledged Peacock, who questioned whether any particular method captures all possible radio listening. "In our diary measurement, we see levels of Hispanic listening anywhere from 15%-20% higher than we see for the general population, and much more than is reported by the other service regularly measuring local market radio." Peacock said that Hispanic broadcasters are more inclined to believe (or at least endorse) the higher numbers, but he said that trying to prove that either company's numbers are too low or too high is "impossible."

To achieve today's current Hispanic cooperation, Arbitron has substantially revised its diary, including a bilingual diary that is mailed to each Hispanic household as soon as that household is so identified. Arbitron also has reviewed its Hispanic translations of diary instructions in order to "ensure the best possible understanding of our bilingual materials." He said that, in any given Hispanic household, "you have a mixture of people regarding primary language." Because Arbitron samples all members of the household, "we don't want to oversimplify the process and assume they all speak one language," Peacock explained.

Peacock also credits Arbitron's Differential Survey Treatment with helping to achieve better diary returns. "We introduced DST in 1980, and it's been enhanced and refined several times since then," he noted. Aside from the bilingual materials, DST uses higher per-person diary premiums in the known Hispanic sample, and we make additional follow-up calls. Typically, a nonethnic household would receive one call from Arbitron at the beginning of the survey week, whereas a known Hispanic household will receive three—one at the beginning, one in the middle of the week, and one immediately following the completion of the survey "to remind them to send it back." Also, during the survey week, Arbitron mails a follow-up letter with an additional premium enclosed. "It's a package of more intensive treatments that's proven itself in testing and in practice," Peacock said.

Possibly compounding diary retrieval is the difference between specific Hispanic subgroups, such as Cuban, Puerto Rican and Mexican, and rural and urban Hispanic populations. Peacock said that determining the subgroup is difficult because "it's intrusive to ask a respondent about origin beyond whether they are Hispanic or not." Market-by-market differences (and even those between rural and urban areas in the same market) are noticeable—and treated accordingly. For example, the Miami Hispanic population tends to be more cooperative than that in McAllen-Brownsville, Tex., which results in a closer survey monitoring model and slightly higher follow-up premiums, Peacock explained. Also, Arbitron subdivides some Hispanic markets into High-Density Hispanic Areas to look specifically at the Hispanic population overall, as well as within ZIP codes known to have a high proportion of Hispanic population.

Birch/Scarborough's call-out methodology continues to produce criticism that it undersamples the Hispanic population because Hispanic households are more likely not to have a phone than the general population, thus causing the company to miss a large segment of the population. To determine the scope and severity of this problem and to understand better other characteristics of the Hispanic radio audience, Birch earlier this year studied nonrandom convenience samples of the Hispanic population in Miami and San Antonio (BROADCASTING, Dec. 3). "We wanted to see how we could enhance the information we were getting, or determine any roadblocks that respondents were perceiving that maybe we didn't see," explained Patricia Gawle, Birch Hispanic Market Specialist.

DEFINING THE U.S. HISPANIC AUDIENCE

Demographic	*Population*	*% of total*
Males 18-24	**1,752,100**	**7.4%**
Males 25-34	**2,320,400**	**9.8%**
Males 35-49	**1,870,500**	**7.9%**
Males 50-54	**355,200**	**1.5%**
Males 55 +	**1,231,200**	**5.2%**
Females 18-24	**1,562,700**	**6.6%**
Females 25-34	**2,249,400**	**9.5%**
Females 35-49	**1,941,500**	**8.2%**
Females 50-54	**402,500**	**1.7%**
Females 55 +	**1,444,300**	**6.1%**
Teens 12-17	**2,888,700**	**12.2%**
Children 0-11	**5,658,900**	**23.9%**
Total Persons	**23,677,800**	**100.0%**

Source: Strategy Research Corp.'s 1989 Hispanic Market study.

The study revealed that some 16% of the San Antonio respondents and 8% of the Miami respondents were from nontelephone households, and typically had less education than those from telephone households. Still, Birch cited a 1988 study that observed little difference in weekday radio listening levels in either telephone or nontelephone households, although nontelephone household listening was heavier than telephone household listening on weekends.

Hispanics also often are more reluctant than the general population to answer questions in a survey, Gawle said. "The Hispanic mindset tends to be different, more hesitant," she noted. "Some members of the household may not be exactly sure of their legal status, and they might be apprehensive answering questions that sound suspicious. We wanted to see what we could do with our interview to make respondents feel even more comfortable with it." Gawle said the study revealed few problems understanding the interview terminology and very few objections regarding the questions themselves. "What we did get out of it were some of the reasons why they might be apprehensive, which we have built into our training classes," she said.

To ease this possible respondent apprehension, Birch has intensified training so that bilingual interviewers can try to make a respondent more comfortable with the questionnaire; instruction is provided by a primary Spanish speaker. The company also has refined the wording of the interview script so it could be better understood by different Hispanic subgroups.

As a result of this continued testing, Birch has increased the number of interviews conducted in Spanish. Said Gawle, "Since December 1989, all our [Hispanic Target Market Report] buffer samples are initiated in Spanish, which has led to a dramatic increase in the number of interviews we have in Spanish." Monthly language tracking of all HTMR interviews shows that some 71% of all Hispanic interviews currently are conducted in Spanish."

Despite the research studies and subsequent improvements in methodology, radio advertisers still are less than satisfied with Hispanic measurement, says George Rivera, director of CBS Hispanic Marketing.

Because of these doubts, CBS Hispanic Radio this fall conducted its own national audience research of Major League Baseball championship and World Series Spanish language broadcasts.

Janet Therrien, director of research at Katz Hispanic Radio in New York, says she is "extremely encouraged" by the steps Birch has taken to divide the Hispanic market into primary language segments. Therrien said this attempt parallels the "assimilated, partially assimilated, and nonassimilated subgroups that Hispanic agencies for years have assigned to the Hispanic market. "Until now, neither Birch nor Arbitron has looked at the language issue, so Birch is taking a preliminary step in the right direction," she noted. "This gives advertisers and agencies information that is more in line with what they need, and takes them a step closer to the market. For advertisers who are considering going into Spanish but are a bit scared, this answers some of their questions."

Interep Radio Store's Director of Research Ray Hockstein termed Birch's and Arbitron's current efforts "adequate" because both services recognize the difficulties in measuring the Hispanic audience and are "attempting to rectify the problems that exist." **-REB**

TRACKING HISPANIC VIEWING IS A THREE-WAY RACE

Arbitron, Nielsen and Strategy Research Corp. take different approaches to the difficult job of measuring Spanish-speaking audiences

Defining the Hispanic television audience, much less measuring it, is proving to be no easy task for the three ratings services fighting it out to be the definitive source for information on Hispanic viewing habits.

The Arbitron Co., Nielsen Media Reseach and Strategy Research Corp. (SRC) rely on diaries, peoplemeters and traditional face-to-face surveys, respectively, for information on the local viewing of Hispanic stations and/or national viewing of Hispanic networks. Finding out specific numbers of Hispanic households or persons using television is only half the battle for these ratings services. The networks, reps and ad agencies also want to know how assimilated the audience being measured is with the general audience.

With Nielsen testing a national Hispanic audience measurement service, it appears to be gearing up to be the Hispanic media measurement system of choice for the next decade. Although results so far have been positive, it has by no means been an easy task for Nielsen, according to some Hispanic network research executives.

Nielsen announced last year that with sponsorship from Telemundo Group Inc. and Univision Holdings Inc. it would develop a national Hispanic television service to start next year. The two Hispanic networks put up $38 million to get the national service off the ground. Nielsen installed peoplemeters in 200 households in Los Angeles last July and the findings confirmed that the Hispanics represented in the general survey were not indicative of the majority of Hispanic viewers included in the general survey.

Among the findings:

- Hispanic households viewed more television than the general population in the Los Angeles market.
- In prime time, 61% of Hispanic households had their TV sets on compared to 54% for the entire market.
- Daytime TV usage among Hispanic households was also higher—44.5%—compared to 31.3% for the market.

More important, Nielsen's Hispanic household-only study also found that half of the Hispanic households in the Los Angeles market speak only or mostly Spanish. Only 22.6% speak both Spanish and English and only 24.5% speak mostly English. Also, 63.5% of Hispanic households have four or more persons; 29.6% subscribe to cable and 71% own VCR's.

Ceril Shagrin

Nielsen

The second set of findings seems to prove that Nielsen's general Los Angeles sample, which includes 20% to 25% of Hispanic viewers, is skewed more towards the assimilated Hispanic market and not representative of the Hispanic community as a whole.

Trying to get non-English speaking homes to be part of Nielsen's peoplemeter survey has probably been no easy task and that makes some Spanish network executives glad.

Said Peter Roslow, vice president, research, Telemundo: "So far the results have been encouraging. Nielsen found it to be a difficult job, which is wonderful news. If it had been easy," that would have shown that the regular service was accurate. The point, Roslow said, is that Nielsen "never really focused on this market, therefore the Hispanic sample is not a very representative group." The regular sample, Roslow added, may seem to be fairly representative on the surface, but when one digs deeper, it becomes apparent that the regular Hispanic sample is more English-oriented.

Compared to Nielsen's peoplemeter, SRC's face-to-face canvassing of the Hispanic market must seem like a throwback to the days of door-to-door pollsters.

Strategy Research Corporation

Miami-based SRC started tracking the Hispanic audience in 1977 at the request of a Los Angeles TV station. The ratings service conducts three surveys a year—two local market reports and a network report—in 33 markets. Interviewers ask viewers about the previous day's viewing. According to Terry D'Angona, vice president, media, the door-to-door survey does a better measuring the non-English speaking Hispanic audience. "We are the only Hispanic research company that has its own field staff. Our interviewers approach households and start speaking Spanish." "We find face-to face is much better. It fits more into the culture. The other thing is that the face-to-face interview is as old as research. It was abandoned in the general market because it is so expensive. With Hispanics, it is still the best in getting results," she said.

Arbitron also relies on bilingual interviewers and has increased incentives for Hispanic homes being measured. "We use incentives because the households tend to be larger," said Arbitron's Doug McFarland. The ratings service also provides diaries in both Spanish and English for households where both languages are spoken fluently. And, although SRC interviews Hispanic-only households because it says Nielsen and Arbitron skew results, Arbitron argues that by limiting itself primarily to Spanish-speaking only families, SRC is also skewing its methods.

Although Hispanic media executives probably feel some loyalty to SRC because of its long-term relationship with the industry and its personal approach, most seem to be betting with Nielsen and will probably support its national peoplemeter plan at the expense of SRC and Arbitron. "In theory, SRC has the best methodology," said Telemundo's Roslow. "But," he added, "it is hard to get good interviewers out there and it is difficult to control the [interviewer] turnover."

Also, advertisers and media buyers are not bilingual when it comes to hard numbers. Hispanic media executives know that it is to their advantage to use the same methodology as the general media. Said Milagros Carrasquillo, Univision director of research: "As far as meters go, we want to see Hispanic peoplemeters. We want to be measured by the same barometer as the general market...advertisers want hard numbers and they measure everyone by the same yardstick.... We can only achieve our share of ad budgets with the peoplemeter; that's why we approached Nielsen."

Reps who work with Hispanic media echo Carrasquillo's thoughts. Said John Cuddihy, director of sales, Katz Hispanic Television: "The emergence of Nielsen has made a lot of people stand up and take notice. The belief that if this test is successful it will generate money for the Hispanic marketplace is probably correct." That does not mean that Cuddihy, or other industry executives, underestimate the value of SRC. "Nielsen will have to find trust in its audience; SRC still has a wonderful edge with its field reps."

Doug McFarland

ARBITRON

Nielsen and its clients know that there is still work to be done. According to Roslow, the persons-using-television (PUT) numbers are quite low. "On the surface," Roslow said, "we attribute that to people not pushing buttons...[but] the composition [of the Hispanic household] changes so dramatically and quickly and it is difficult to keep up." As an example, Roslow pointed to one household Nielsen found that had two people living in it. When the ratings service went back six weeks later, there were 14 people living in the house. "The base is changing so quickly it, we think, is playing havoc with PUT levels." Nielsen offers peoplemeters with eight buttons on it and 16 buttons depending on household size, and 50% of the homes wired for the test run have 16-button meters.

"Doing it right is not easy," said Ceril Shagrin, senior vice president, Nielsen Media Research. Shagrin, who is overseeing Nielsen's Hispanic effort, said that just gaining cooperation was a major problem. Said Shagrin: "The people we approached were not aware of ratings, what they are, or what Nielsen is. We had to gain their confidence and explain what we were doing and why it was important to them and to us. Also, trying to determine who is a household member or a visitor is a problem." ■

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'Sábado Gigante'

'Yo Compro Esa Mujer'

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SAMPLING HISPANIC TELEVISION SHOWS

■ Univision's *Sabado Gigante* (*Giant Saturday*) remains the number-one show on Hispanic television in the U.S., attracting a 45 rating during the spring 1990 Strategy Research Corp. survey (figures for the more recent November sweeps period were not available at press time). The weekly three-hour variety/game show, hosted by Mario (Don Francisco) Kreutzberger, features in-studio audience participation and frequent sponsor tie-ins.

■ Univision's *Desde Hollywood*, hosted by Luca Bentivoglio, routinely draws high ratings for the network on Tuesday nights at 10 p.m. The chatty entertainment news show has featured guests including Sting, Julio Iglesias, Andy Garcia, Bruce Willis, and Robert Redford, among others. Bentivoglio domestically produces *Desde Hollywood* as well as Univision's *Tu Musica* and *Fama y Fortuna*.

■ Cristina Saralegui's Miami-based topical afternoon talk show, *Cristina*, often referred to as the Hispanic *Oprah*, has scored high ratings since debuting more than a year ago on Univision. *Cristina* was the number-eight show among all households in the spring 1990 Strategy Research Corp. survey, and ranked even higher among women age 18-plus.

■ Univision's three-hour *Nuestra Belleza* (*Our Beauty*) has ranked as the number-one special on Hispanic television, based on Strategy Research Corp. studies commissioned by the network. The annual beauty contest, which originates live from the James L. Knight Convention Center in Miami, features 24 Hispanic contestants from around the country in various competitive categories. The third annual competition is scheduled for Oct. 24, 1991.

■ Univision has scored a big hit this season with its just-completed novela, *Yo Compro Esa Mujer* (*I Buy That Woman*). Novelas, melodramatic Hispanic soap operas, regularly rank high among viewers. Other novelas currently on the network include *Amanda Sabater*, *Mi Pequena Soledad* and *Pobre Diabla*, starring popular Venezuelan actress Jeanette Rodriguez.

■ Movies frequently rank among the

'El Magnate'

'Charytin'

'The Cassandra Crossing'

'Qué Pasa'

top-rated programs on Hispanic television, with Telemundo's *Cine Millonario* among the highest rated. Offerings during the 1990-91 season include *Sophie's Choice* and 83 other popular titles acquired through a licensing agreement with ITC Domestic Television earlier this year. The dubbed titles are being added to the line-up of mostly Mexican-made films which have traditionally earned high ratings in the Monday-Friday prime time (*Cine Millonario*) and Sunday prime time (*Cine Mundo*) slots.

■ Popular Latin personality Charytin Goyco has managed to earn high ratings for Telemundo since launching her musical variety show, *El Regreso De Charytin*, on the network in 1987. The weekly program, produced in Puerto Rico, airs Sundays from 7 to 8 p.m. and features the entertainer's many performing talents. Other variety shows on Telemundo include *The Carlos Alfredo Show*, *Marcano...El Show*, *Su Estrella Favorita* and *Sabado Noche*.

■ *Ocurrio Asi* (*It Happened This Way*) has been attracting respectable overnight ratings since its debut earlier this season on Telemundo. Stories on the half-hour news magazine show have been of the *A Current Affair* variety, such as an exploration into the secret rituals of Santeria, a form of religion, and the first transsexual wedding in Spain. The show is hosted by former KVEA-TV Los Angeles News Director Enrique Gratas and is produced by Telemundo Productions, Hialeh, Fla.

■ In one of its latest outings in the popular novela format, Telemundo's *El Magnate* presents what is billed as a "saga of the complex struggle for power, love and glory." The novela, produced domestically, stars popular Hispanic actor Andres Garcia along with Rudy Rodriguez and Laura Fabian. Other network novelas include *Paraiso*, *Alma Mia*, *La Intrusa*, *Pasionaria* and *La Revancha*. *El Magnate* airs Saturday from 6 to 8 p.m.

■ *Un Rostro en mi Pasasdo* (*A Face in my Past*), starring Eduardo Linan and Sonia Infante, is one of Galavision's top-rated novellas. The show, one of several novellas presented by Galavision, airs Monday through Friday at 7 p.m. Novellas aside, the network scores some of its highest ratings for its movies and sports programing, including two hours of wrestling on Sunday afternoons and boxing on Saturdays at 11 p.m. –RB

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GETTING BROADER REACH WITH NARROWER AUDIENCE

New formats evolving as narrowcasting techniques are adopted; industry segment stands to benefit from general market expertise

Tune your radio to a Spanish radio station, and you are liable to hear any one of at least 10 distinct formats, as divergent as News/Talk to Country (ranchera) to Top 40 radio. Although the varied formats within the Spanish broadcasting umbrella have existed for as long as there have been Spanish-formatted stations, over the last few years, the diversity of programing has increased and the concept of narrowcasting has crept into the marketplace.

Among the handful of companies involved in Spanish language radio since the late 1940's is Bethesda, Md.-based United Broadcasting. Bill Parris, executive vice president, oversees the operation of the company's two Spanish outlets, KALI(AM) San Gabriel, Calif. (Los Angeles) and WKDM(AM) New York. "Spanish radio is one of the most exciting frontiers in radio," Parris said. "In the last 10 years alone, it has covered the same distance as general market radio has in the last 40."

While general market radio has embraced the fragmentation of radio formats and the development of specialized research and marketing tools, Spanish radio has evolved at a slower pace, Parris believes.

"The first layer of improvement came when Spanish radio operators began to apply general market CHR formatics to their radio stations," Parris said. "By the late 70's and early 80's, every number one Spanish station in the top markets had general market format structures on the air." The last two years have seen the introduction of the research and promotional techniques, and brought Spanish radio to where general market radio was about five years ago, he added.

One of the advantages Spanish radio operators have, in Parris' estimation, is the ability to learn from the mistakes made by the general market broadcaster. "The excitement, to a certain extent," he said, "is that you can relive the general market progression with the benefit of hindsight." Another factor in their favor is that most stations still attract a broad enough audience to deliver solid results for the advertisers.

As far as advantages go, Raul Alarcon, president, Spanish Broadcasting System (SBS), believes that being Hispanic has given his group the edge. SBS was launched with the purchase of WSKQ(AM) in October of 1983. "There are advantages that spring from the fact that we are Hispanic ourselves," Alarcon said. As an example, he cites the New York market at the time they purchased WSKQ(AM). "There were two radio stations, one serving the older listener and one the younger," he said. "We felt that there was a void for contemporary, international Hispanic music. We programed for that void and the success of that venture has been the fuel behind the growth of our company."

The success of relative newcomers such as SBS has been the driving force behind the fragmentation of the Spanish market, said Alarcon. It has been fueled by the continuously shifting immigration patterns into the United States. Looking at a market such as New York, for example, the last few years have seen a growth in the Dominican community, the Salvadoran community and Central and South American communities. Any operator attempting to service the market has had to fine-tune the programing to include news and music representative of the varied ethnic subgroups within the broader Hispanic population.

Tichenor Media Systems has been serving the Hispanic audience since the late 1940's. "In the early 1980's, we were fairly diversified as far as our holdings were concerned, different formats and different media," said Mac Tichenor, president, "and we decided that we would concentrate on Spanish radio."

Tichenor believes that the market is moving very slowly toward fragmentation, if at all. "The formats were always there," he said, "WQBA(AM) Miami has been a News/Talk forever. I am not aware of a dramatic move into fragmentation or narrowcasting in the Spanish market."

Overall, the operators expect to see the radio segment of the Hispanic media increase in competition as more mainstream broadcasters come to the medium and as the population increases. In the long term, improvements in audience measurement techniques and lessons learned from the general market both bode well for the Spanish radio operator. —LC

BIRCH NATIONAL HISPANIC FORMAT RATING AVERAGES BY DEMOGRAPHICS, SPRING 1990

Format	*Number of stations*	*12-17*	*18-24*	*25-34*	*35-44*	*45-54*	*55-64*	*65 +*
Contemp. intl. hits	AM's: 8	1.3	12.6	39.7	21.4	13.6	6	5
	FM's: 17	7.5	19.3	31.3	24.3	10.1	5.6	1
Ranchera/cont. Sp. hits	AM's: 16	3.3	14.3	29.1	17.4	11.6	17.2	7
	FM's: 3	16.7	20.5	28.1	4.8	11.4	13.8	4
Ranchera/nortena	AM's: 16	2.1	11.1	34.8	15.8	14.9	12.6	8
	FM's: 1*	—	—	—	—	—	100	—
Ranchera	AM's: 2*	—	2.4	18.6	37.1	25.6	16.3	—
	FM's: 1*	—	5.3	31.6	15.8	42.1	—	5
Nortena	AM's: 1*	4.3	21.7	52.2	17.4	—	4.3	—
	FM's	—	—	—	—	—	—	—
Chicano	AM's: 3	—	8.8	21.5	23.4	13.8	29.5	2
	FM's: 1	—	4.8	42.9	33.3	9.5	4.8	4
Tex Mex	AM's: 5	3.8	8	29.2	23.7	13.7	12.7	9
	FM's: 1*	8.3	16.7	50	16.7	4.2	—	4
Soft intl. hits	AM's: 2*	2.7	4.1	14.2	25.6	30.2	11.7	11
	FM's	—	—	—	—	—	—	—
Spanish Top 40	AM's: 3	1.3	4.2	[illegible]	15.9	12.2	11.5	8
	FM's: 3	14.9	22	29.4	17.9	12.9	1.7	1
Spanish news/talk	AM's: 10	1.8	5	18.8	18.8	17.5	14.8	23
	FM's	—	—	—	—	—	—	—

**Total number of stations too low to be reliable. Audience composition based on 12-plus average quarter hour for total MSA. Source: Katz Hispanic Radio.*

THE EXPANDING APPETITE OF TELEVISA

The Mexican broadcasting giant Televisa, long an important presence in Latin America and the U.S. Spanish-language TV market, is moving to broaden its reach into Europe, with a central focus on Spain's expanding TV sector.

In an interview, Televisa Executive Vice President Alejandro Burillo said the company's main European foray so far has been the 24-hour Spanish-language news service, ECO, which it launched in September 1988. Using the European satellite Eutelsat, PanAmSat and other satellites, ECO reaches satellite and cable viewers throughout Europe, the Americas and parts of Africa.

Burillo said Televisa's TV production arm is also open to dialogue with European, particularly Spanish partners. Televisa already yields an enormous 25,000 half-hours annually for the domestic Mexican market. Joint efforts are possible both in entertainment programing and, in a possible venture with Spain's news agency EFE, with the information field, he added.

The company is looking for expansion in its print medium holdings as well—Televisa is a major investor in the U.S. sports daily *The National* and Burillo said the company may consider a European version in the next two years, delivered daily from the U.S. via satellite.

Programing production is a primary focus for Televisa, said Burillo, and the company's output is also distributed worldwide to nearly 40 nations in Europe, Asia and the Mideast, with growth in international program demand boosting international sales a reported 30%-50% this past year for Protele, a unit of the Los Angeles-based Univisa operation held by Televisa's principal owners.

A potential boost to Televisa's overseas expansion may come if and when the privately-held company decides to go public with up to 35% of its shares. According to Burillo: "We are thinking about it, but it now is not a very good moment to go out to the public. We will wait until next year."

Televisa's business has continued to build in the U.S., where at one time the company owned the dominant group of Spanish-language TV stations before being forced to divest in 1988 under FCC foreign ownership rules. Through Protele, some 7,000 hours annually of Televisa programing make their way onto U.S. airwaves, giving it a 40%-45% market share in U.S. Hispanic TV.

In addition, Univisa's Spanish-language cable service Galavision feeds Televisa news programing directly to independent KWHY-TV Los Angeles and will soon go, according to Burillo, to a Houston independent.

The company, whose start in radio some six decades ago earned it the moniker "The Voice of Latin America," has not ignored its own country or the region either. Some 800 Latin American TV channels are partially fed by Televisa productions, it claims.

In Mexico, Televisa's dominance could hardly be greater. Referring to itself as a "social communications system," the company controls some 250 affiliated corporations and employs 15,000.

Among its holdings are two four-decade-old national TV stations and two of Mexico City's leading local TV stations, with an operation encompassing nearly 100 separate broadcasting centers, 55 repeaters and 28 translators. Its eight radio stations have 90% of the ad market (with the top three FM's in Mexico each airing youth-oriented programs), and a group of successful AM's airing more older-targeted news and entertainment.

The company's affiliates also include the 16-channel Cablevision cable operation reaching 100,000 of the country's approximately 9.5 million TV households, the home video distribution company VideoVisa, the film production company Televicine, record labels (which it may seek to expand following a possible public offering), dubbing and subtitling companies, live concert promotion, exports ventures, the Televisa Cultural Foundation, two top soccer teams, the largest stadium in Mexico and an exhibition center.

But Burillo said the media company is not stopping there. Experimentation with the new technology of high-definition television is being pursued, apparently both for a satellite-to-theater delivery system and for a terrestrially-delivered movie service using the NHK system.

According to Burillo, the HDTV theater project, which could start up as soon as 1991, is being prompted by the lack of existing theaters in Mexico City, where Burillo said just 200 facilities serve 25 million people. —AAG

$21,000,000

in radio station sales

over the last four months.

QUESTCOM

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SOLD!

WKQB/WQIS, Charleston, South Carolina, has been sold by Trident Communications Corporation to Barton Broadcasting Corporation, Charles A. Barton, Principal for $1,500,000.

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$9,779,649** □ **5**
FM's □ **$710,000** □ **1**
AM-FM's □ **$5,072,500** □ **4**
TV's □ **$0** □ **0**
Total □ **$15,562,149** □ **10**

Year to Date:
AM's □ **$105,223,554** □ **356**
FM's □ **$474,427,261** □ **228**
AM-FM's □ **$355,972,727** □ **207**
TV's □ **$827,676,900** □ **88**
Total □ **$1,763,300,442** □ **879**

For 1989 total see Feb. 5, 1990 BROADCASTING.

■ **WCOA(AM)-WJLQ(FM) Pensacola, Fla.** □ Sold by Norman S. Drubner to BREM Broadcasting for $2.23 million cash at closing. **Seller** owns WVGO(FM) Richmond, Va.; KXYQ(AM)-KZRC(FM) Portland, Ore., KIVA(AM)-KZRQ(FM) Santa Fe-Albaquerque, N.M.; KGRX-FM Globe (Phoenix), Ariz.; application for sale of KRIX(AM)-KRGE(FM) McAllen-Brownsville, Tex., has been granted ("For the Record," Sept. 17). **Buyer** is headed by Edmond J. Muniz and also owns WYAT(AM)-WLTC(FM) New Orleans, and has 75% interest in WGCM-AM-FM Gulfport, Miss. AM is fulltimer with adult contemporary and talk format on 1370 khz with 5 kw. FM has contemporary hit format on 100.7 mhz with 100 kw and antenna 1,555 feet above average terrain. *Broker: Randy Jeffrey of Media Venture Partners.*

■ **WQIZ(AM)-WKQB(FM) Charleston, S.C.** □ Sold by Trident Communications Corp. to Barton Broadcasting Corp. for $1.5 million cash at closing. **Seller** is owned by the O'Leary Family Trust and has no other broadcast interests. **Buyer** is headed by Charles A. Barton and has no other broadcast interests. AM has gospel format on 810 khz with 50 kw day. FM has CHR format on 107.5 mhz and antenna 984 feet above average terrain. *Broker: Randy Jeffrey of Media Venture Partners.*

■ **KRLN-AM-FM Canon City, Colo.** □ Sold by KRLN Inc. to Lowrey Communications Inc. for $900,000 cash at closing. Price includes noncompete covenant and consulting agreement. **Seller** is headed by Norton E. and Diana H. Warner, husband and wife. Norton has 57% interest in Warner Enterprises, which owns KRLN Inc., licensee; KABI Inc., licensee of KABI(AM)-KSAJ-FM Abilene, Kan.; KLIN Inc., licensee of KLIN-AM-FM Lincoln, Neb. Warner also has interest in First Star Corp., licensee of KSTR-AM-FM Grand Junction, Colo. **Buyer** is headed by Paul E. Lowrey, who owns 70% interest in Windsor Communications, licensee of WHSM-AM-FM Hayward, Wis. AM is fulltimer with MOR format on 1400 khz with 1 kw. FM has country format on 103.9 mhz with 3 kw and antenna 520 feet below average terrain.

■ **KIKR(AM) Conroe, Tex.** □ Sold by Family Group Enterprises Inc. to U.S. Radio Ltd. for $750,000 cash at closing, of which $50,000 is for five-year noncompete covenant. **Seller** is headed by Rigby Owen and Rigby Owen Jr., and has no other broadcast interests. **Buyer** is headed by Ragan Henry, Michael O. Driscoll, Sheila Weiss, Patricia M. Hussey, Robert J. Hughes, Robert A. Woodward, Donald L. Kidwell, Peter Ferrara and John Broomfield, and is licensee of WBSK(AM) Portsmouth, WQOK(FM) South Boston and WOWI(FM) Norfolk, all Virginia; KJOJ(FM) Conroe, KGLF-FM Freeport and KHEY-AM-FM El Paso, all Texas; WAKR(AM)-WONE-FM Akron, Ohio; WCOS-AM-FM Columbia, S.C.; WRAW(AM)-WRFY-FM Reading, Pa., and is proposed assignee of WRXJ(AM)-WCRJ-FM Jacksonville, Fla., and WAYV(FM) Atlantic City. KIKR has C&W format on 880 khz with 10 kw day and 1 kw night.

■ **KWCB(FM) Floresville, Tex.** □ Sold by Wilson County Broadcasting Co. to April Communications Group Inc. for $710,000. Price includes $10,000 cash at closing, $25,000 escrow deposit, $505,000 59-month promissory note at 10%, and $170,000 four-year noncompete covenant. **Seller** is headed by A.B. Gonzalez and has no other broadcast interests. Buyer is headed by John W. Barger, Darla S. Barger, husband and wife, and John R. Furr, and has no other broadcast interests. KWCB has C&W format on 94.3 mhz with 3 kw and antenna 328 feet above average terrain.

■ **KIUL(AM) Garden City and KWKR(FM) Leoti, both Kansas** □ Sold by KIUL Inc. to Ronald C. Isham for $450,000. Price includes $445,500 cash at closing, $4,500 escrow deposit and five-year noncompete covenant of unknown value. **Seller** is headed by Isham, Elton E. Jewell and John G. Harris. Harris has interests in Harris Enterprises, licensee of KGRI-AM-FM Grand

FOR THE RECORD

As compiled by BROADCASTING from Nov 29 through Dec 5 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours.: chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. Freq—frequency. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m—meters. mhz—megahertz. mi.—miles. MP—modification permit. mod.—modification. N—night. pet. for recon.—petition for reconsideration. PSA—presunrise service authority. pwr.—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl.—unlimited hours. vis.—visual. w—watts. *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KVOG(AM) Greenwood, AR** (BAL901116ED; 1510 khz; 1 kw-D)—Seeks assignment of license from Greenwood Community Broadcasting Corp. to Pharis Broadcasting for $23,769. Seller is headed by David Morrison, Robert E. Yoes and Stephen A. Marino, and has no other broadcast interests. Buyer is headed by William L. and Karen Pharis, husband and wife. William Pharis owns 51% of Pharis Broadcasting, licensee of LPTV K46BZ Ft. Smit and K50CO Hackett, both Arkansas. Filed Nov. 16.

■ **KPBA(AM) Pine Bluff, AR** (BAL901114EC; 1270 khz; 5 kw)—Seeks assignment of license from Metropolitan Media Group Inc. to Family Time Ministries Inc. for $40,000. Seller is headed by Carl E. and Carlene Jones, husband and wife, and has no other broadcast interests. Buyer is headed by Amir M. Khan, and has no other broadcast interests. Filed Nov. 14.

■ **KCRE-AM-FM Crescent City, CA** (AM: BAL901114EA; 1310 khz; 1 kw-D; FM: BALH901114EB; 94.3 mhz; 3 kw; ant. -275 ft.)—Seeks assignment of license from Ber Tec Broadcasting Inc. to Pelican Bay Broadcasting Corp. for $442,500. Seller is headed by Robert C. Berkowitz, David E. Tecker and Sharon C. Tecker, husband and wife, and has no other broadcast interests. Buyer is headed by Laurence Goodman and Linda J. Goodman, husband and wife. Laurence Goodman is 100% shareholder of Bay Broadcasting Corp., licensee of KHSN(AM) Coos Bay and KOOS(FM) and North Bend, both Oregon; renewal applications are currently pending for both stations. Filed Nov. 14.

■ **KSPE(AM) Santa Barbara, CA** (BAL901115EB; 1490 khz, 1 kw-U)—Seeks assignment of license from Pacific Broadcasting Co. to Spectacular Broadcasting Inc. for $302,000 in transfer of stock. Seller is headed by Richard E. and Richard C. Marsh, father and son, Robertson C. Scott and Robertson C. Scott Jr. and Harvey Pool. Buyer is headed by Richard C. and Richard E. Marsh, has no other broadcast interests. Filed Nov. 15.

■ **KZYR(FM) Avon, CO** (BTCH901114HY; 103.1 mhz; 1.5 kw, ant. 459 ft.)—Seeks assignment of license from Rocky Mountain Wireless Inc. to Jerrell K. Davis for no cash consideration in stock acquisition agreement. Seller is headed by Ronald J. Mellon & Duane H. Capouch, and has interests in Roaring Fork Radio, which as application for new FM at Basalt, CO. Buyer, Jerrell K. Davis, is currently president of licensee. Filed Nov. 14.

■ **KRLN-AM-FM Canon City, CO** (AM: BAL901115EC; 1400 khz; 1 kw-U; FM: BALH901115ED; 103.9 mhz; 3 kw; ant. -520 ft.)—Seeks assignment of license from KRLN Inc. to Lowrey Communications Inc. for $900,000. Seller is headed by Norton E. and Diana H. Warner, husband and wife. Norton has 57% interest in Warner Enterprises, which owns KRLN Inc., licensee of KRLN-AM-FM Canon City, CO; KABI Inc., licensee of KABI(AM)-KSAJ-FM Abilene, KS; KLIN Inc., licensee of KLIN-AM-FM Lincoln, NE. Warner also has interest in First Star Corp., licensee of KSTR-AM-FM Grand Junction, CO. Buyer is headed by Paul E. Lowrey, who owns 70% interest in Windsor Communications, licensee of WHSM-AM-FM Hayward, WI. Filed Nov. 15.

■ **WLVS(AM) Lake Worth, FL** (BAL901109EC; 1380 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Gold Coast Broadcasting Co. to Gold Coast Broadcasting for $24,450 in stock transfer between partners. Transferees are S. Knox and Jerry L. Phillips, brothers, sons of Sam C. Phillips. Sam Phillips owns 51% of Gold Coast. Sam, S. Knox and Jerry L. Phillips have interests in Big River Broadcasting Corp., licensee of WSBM(AM)-WQLT(FM) Florence,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM			
Commercial FM	4,984	240	5,224
Educational FM	4,368	908	5,276
Total Radio	1,436	296	1,732
Commercial VHF TV	10,788	1,444	12,232
Commercial UHF TV	552	18	570
Educational VHF TV	561	186	747
Educational UHF TV	125	3	128
■ Total TV	228	17	245
VHF LPTV	1,466	224	1,690
UHF LPTV	181	167	348
■ Total LPTV	588	1,048	1,636
FM translators	769	1,215	1,996
VHF translators	1,854	323	2,177
UHF translators	2,711	101	2,812
	2,240	390	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Dec 17

Reaching over 117,000 readers every week 60th Year 1990

TELEVISION / 43
NBC shuffles six nights; ABC reworks nonprime time duties

RADIO / 53
Radio advertising revenue closes in on $9 million

CABLE / 59
Is Showtime's TOPS too much of risk for cable MSO's?

TECHNOLOGY / 73
Cable's new technology opportunity: personal communications service

Paramount
Seasons Greetings from Hollywood's Winter Wonderland.
A Paramount Communications Company

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Vol. 119 No. 25

FIN-SYN SHOWDOWN
A critical mass descends on the FCC

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20814SRI AT8501 ZCZ
SRI ACQ
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4520 EAST-WEST HWY
BETHESDA MD 20814

THIS WEEK

Commission hears all sides on fin-syn (page 35)

35 / FIN-SYN REDUX

Hollywood and the networks went head-to-head at a day-long examination of the financial interest and syndication rules before the FCC last Friday (Dec. 14). In the long run, the commissioners may have said more than the witnesses. Back in the book: excerpts of key testimony appear on pages 76, 77, 78.

40 / CBS BUYBACK

CBS Inc. will spend up to $2 billion to repurchase 44% of its common stock, on a proportionate basis. That means that Loews Corp.'s 24.9% stake and the Paley estate's 8% will not change in percentage terms, thus avoiding FCC transfer proceedings. Larry Tisch, who is chairman of Loew's as well as president and CEO of CBS, also was elected chairman to succeed the late William S. Paley.

43 / ABC CHANGES

With the departure of Michael Brockman, formerly head of ABC's daytime, late night and children's programing, changes are almost certain to occur at the network in some of those dayparts, particularly daytime. There will also be personnel changes: Dennis Swanson, president of ABC Sports, assumes responsibility for daytime and children's programs; Philip Beuth, senior vice president, ABC Television Network Group, assumes responsibility for late night programs and will continue to oversee *Good Morning, America*.

44 / NBC: ALL SHOOK UP

NBC has changed its lineup on six of seven nights, canceling *Grand* and *Ferris Bueller*, and putting *American Dreamer* on hiatus to make room for new entrants *Dark Shadows*, *Blossom* and *Sunday Best*.

46 / WORLD VIEW

Worldvision is expanding its domestic television operation with the formation of a new cable program marketing and development division. It should be up and running by January.

47 / UP FOR GRABS

Television rights for the new National Hockey League franchises in San Jose, Calif., and Tampa Bay, Fla., are still up for grabs, but it appears the regional Sunshine Network has a strong lead in winning cable TV rights to the Florida team. The San Jose Sharks debut next year; the Tampa Bay Lightning team is set for a fall 1992 start.

53 / RADIO'S ROSY

Radio is projected to increase its share of total advertising in 1990. McCann-Erickson's Robert Coen sees the medium closing in on $9 billion and the RAB's Warren Potash encourages the industry to keep the momentum going.

39 / HOLDING THAT LINE

The FCC hopes it has shut down the "gaming" it says has plagued the comparative hearing process by some applicants for new stations. It now prohibits settlements after the trial phase begins, and then only for out-of-pocket expenses. The commission also has adopted rules that should reduce the time for obtaining a new station construction permit to about a year.

54 / COUNTING COUNTDOWNS

At last count, radio networks and program syndicators were producing and distributing five mainstream top 40 weekly countdown shows. As the 12-34 audience continues to erode, as advertisers continue to shift to the more affluent 25-54 baby boom bubble, and as top 40 music continues to splinter, can the industry sustain all five?

56 / LET IT SNOW

The job of radio ski reporters is to report the surface conditions on the slopes, but in this competitive industry it is often what's under the surface that counts. Who pays, who does the reporting, and who is most accurate are just some of the questions raised by radio programers before signing up with a national or local ski reporting service.

59 / REACHING FOR THE TOPS

Showtime's Total Optimization of Pay Services plan—TOPS as it is called—would fundamentally change the structure of its pay economic model. Some cable operators, however, feel it puts far more risk on the operator than on Showtime.

60 / CABLE OUTLOOK

Tele-Communications Inc., Cablevision Systems and Viacom for the most part presented rosy predictions for their companies, despite the overall economic outlook, during PaineWebber's annual Media Outlook Conference in New York last week.

63 / NO BULL MARKET

Also at PaineWebber, many analysts spent much of their time explaining why they were so wrong last year. For 1991, advertising expenditures in the United States are predicted to rise only 4.6%, while the major broadcast media are looking for a 6.1% increase to $24 billion. Major print media are expected to grow 3.8% to $11.2 billion, and direct mail 6.5% to $25.1 billion. Local TV is anticipated to be up 4.2%, to $15.5 billion.

66 / BY ALL MEANS

With local advertising in a tailspin, more stations are relying on promotions and tie-ins to bring in new revenue. Some stations work with their news departments on special segments that can be sold to advertisers; others rely on high publicity promotions. One station, WJLA-TV Washington, is launching a show based on *Working Woman* magazine. The program will have the same name and give advertisers a chance to become niche-oriented in their advertising.

Showtime proposes new pricing formula, packaging (page 59)

72 / TWO NEW BIRDS

Leading cable and DBS operator, Astra, awards Hughes Aircraft a $300 million (EC dollar) contract to build two new television satellites. The Luxembourg-based Astra, which already has one satellite operational and a second launching in February, has also signed European launcher Arianespace to place the first new satellite, Astra 1C, in orbit by the first quarter of 1993; the second, Astra 1D, by 1994.

73 / PCN: THE MEDIUM BEHIND THE INITIALS

Be the first on your block to know what PCN means. Read all about the three large cable system operators—Cox Enterprises Inc., Cablevision Systems Corp. and Continental Cablevision Inc.—that have asked the FCC for experimental licenses to develop personal communications service technology. The cable industry may be a natural player in the new low-power digital voice communications business that could potentially replace today's wired telephone service.

78 / POOR ARGUMENT?

The argument that certain First Amendment free speech rights place the burden of justifying telco exclusion from video delivery on the government is weak, said Annenberg fellow Daniel Brenner. He was on hand to debate the issue in Washington, along with NCTA's Michael S. Schooler, NAB's Steven A. Bookshester and FCC's Robert Pepper.

79 / CURBING VIOLENCE

Joined by Kansas Democratic Representative Dan Glickman, Illinois Senator Paul Simon asks industry executives and program producers to comply with a new law aimed at curbing violence in broadcast and cable programing.

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Incorporating

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TELEVISION.

Broadcasting

■ Cable

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RATINGS ROUNDUP

NBC won four nights out of the week, but ABC, first in prime time for the week ended Dec. 9, won on the strength of *Monday Night Football*—the highest rated program of the week and one of the highest rated Monday night games ever—and its Friday night comedy lineup. Averages for the week: ABC, 12.7/21, NBC, 11.9/20 and CBS, 11.2/19.

Week 12 **Dec.3–Dec. 9**

1st column tells ran[illegible] n tells position compared to last week. ▼-Down in rank from last week, ▲-Up in rank from last week. [illegible] broadcast. 3rd column tells rating. 4th column [illegible]ls network. 5th column tells show.

1	▲	27.0/42	A	Monday Night Football
2		23.0/38	C	60 Minutes
3	▼	21.4/34	N	Cheers
4		19.0/2[illegible]	A	Roseanne
5	▼	18.0/29	N	A Different World
6		17.2/26	C	Murder, She Wrote
7	▲	17.0/31	N	Empty Nest
8	▼	16.1/25	N	Cosby Show
8	▲	16.1/29	N	Golden Girls
10		15.9/25	N	Matlock
11	▲	15.8/25	N	Heat Of The Night
12	▲	15.6/24	A	Amer. Funniest Videos
13	▲	15.5/23	A	Amer. Funniest People
13	▲	15.5/25	N	Unsolved Mysteries
15	▲	15.3/24	A	Who's the Boss?
16	▲	15.2/24	A	Coach
16	▲	15.2/27	A	Full House
16	▲	15.2/27	N	L.A. Law
16	▼	15.2/22	C	Murphy Brown
20	▲	15.0/24	F	The Simpsons
21	▲	14.9/24	A	Movie: Columb[illegible]
21	▲	14.9/25	N	Grand
23	▲	14.8/24	C	Movie: Donor
23	▼	14.8/24	A	Doogie Howser, M.D.
25	▼	14.7/21	C	Designing Women
25	▼	14.7/26	A	Family Matters
27	▼	14.2/21	C	Major Dad
28	▲	14.1/26	N	Carol & Company
29	▲	14.0/26	N	Hunter
30	▲	13.9/21	N	Fresh Prince Of Bel Air
30	▲	13.9/21	A	Macgyver
32	▲	13.8/21	A	Head Of The Class
33	▼	13.3/21	C	Rescue: 911
34	▼	13.2/23	C	Knots Landing
35	▼	13.0/19	C	Evening Shade
36	▼	12.9/21	A	Growing Pains
36	▼	12.9/23	A	Perfect Strangers
38		12.6/19	N	Movie: Will I Be Loved?
39	▲	12.5/21	A	Married People
40	▲	12.2/22	N	Law And Order
41	▼	12.1/20	A	Wonder Years
42	▲	12.0/22	A	20/20
43	▲	11.2/20	A	Going Places
43	▲	11.2/17	F	Married...With Children
45	▲	11.0/22	N	American Dreamer
46	▲	10.9/16	N	Ferris Bueller
46	▲	10.9/20	A	thirtysomething
48	▼	10.5/20	C	Dallas
48	▼	10.5/17	C	Jake And The Fatman
50		10.3/19	C	Night Be[illegible]
51		10.1/16	C	Trials [illegible]
52		9.7/18	C	B. Bunn[illegible]
52	▼	9.7/16	C	Movie: Me[illegible] or Murder
52	▲	9.7/18	N	Fanelli Boys
55		9.2/16	N	Night Court
56		9.1/15	N	Night Caller Spec.
57	▼	9.0/14	F	In Living Color
58	▲	8.9/17	N	Amen
58		8.9/14	N	Movie:Good/Bad Cops
60		8.7/16	C	WIOU
61	▼	8.6/14	A	Gabriel's Fire
61	▼	8.6/15	A	Primetime Live
63	▼	8.5/14	C	Flash
64	▼	8.3/14	C	Doctor, Doctor
65	▼	8.1/13	A	Father Dowling
66		8.0/14	C	Garfield Christmas
67		7.9/15	N	News Sp.:Houston
67	▼	7.9/12	C	Top Cops
69	▲	7.7/12	F	Babes
70		7.6/13	A	Life Goes On
70	▼	7.6/13	C	Over My Dead Body
70		7.6/14	N	Wings
70		7.6/14	A	Young Riders
74	▼	7.5/12	C	48 Hours
75	▼	7.4/13	N	Quantum Leap
75	▼	7.4/14	A	Twin Peaks
77		7.2/13	C	Claymation Christmas
78	▼	7.1/13	F	America's Most Wanted
79	▲	6.8/12	C	Broken Badges
79	▼	6.8/11	F	Good Grief
81		6.0/9	N	R. Redford Spec.
82	▲	5.9/11	C	Wiseguy
83		5.6/9	N	Chipmunks
84	▼	5.5/10	A	China Beach
84	▼	5.5/9	F	Parker Lewis
86	▲	5.2/8	F	Beverly Hills, 90210
87	▼	5.1/9	F	True Colors
88		4.9/8	F	Comic Strip Live
88		4.9/9	A	Cop Rock
88	▼	4.9/9	F	Cops
91		4.7/8	N	Saved By The Bell Spec.
92	▼	4.3/8	F	Totally Hidden Video
93	▼	4.2/6	F	Movie: Portland
94	▼	4.1/7	F	Against The Law
95	▼	3.2/6	F	Haywire
96	▼	2.6/5	F	American Chronicles

FREEZE FRAMES: Syndication Scorecard * **Week ended Dec. 2**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.8	221	99
2	Jeopardy! (King World)	13.1	217	98
3	Star Trek: Next Generation (Paramount)	11.5	234	97
4	Oprah Winfrey (King World)	10.0	223	99
5	Warner Bros. Prem. Edition (Warner Bros.)	9.9	138	92
6	Entertainment Tonight (Paramount)	9.0	176	95
7	Current Affair (20th Century Fox TV)	8.9	193	96
8	Cosby Show (Viacom)	8.8	207	99
9	Wheel of Fortune, wknd. (King World)	8.2	185	83
10	TV Net Movie (Tribune)	7.1	136	90
11	Donahue (Multimedia)	6.2	230	98
11	Inside Edition (King World)	6.2	131	81
11	Pegasus II (Televentures)	6.2	96	81
14	21 Jump Street, syn (Cannell Dist.)	5.2	128	92
15	Hard Copy (Paramount)	4.9	159	90

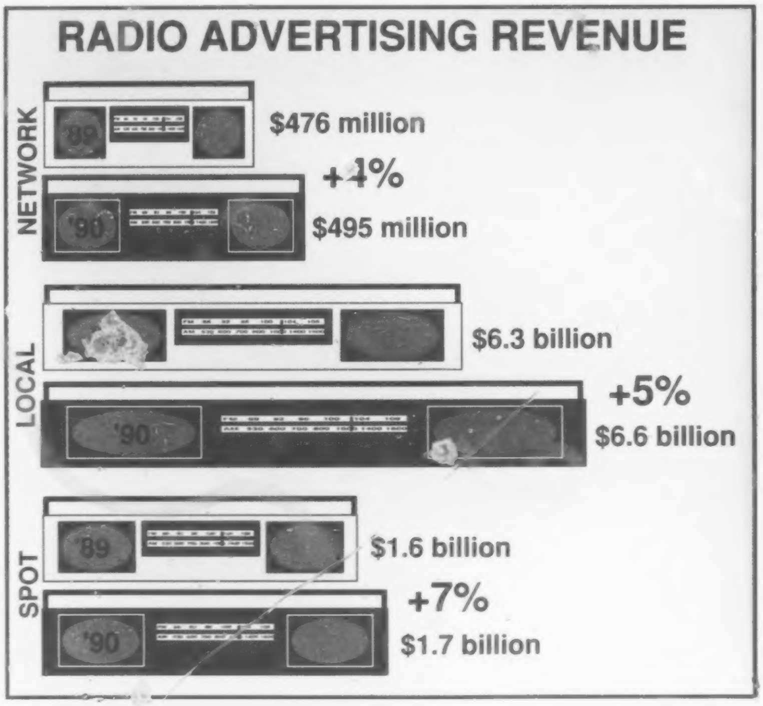
* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

RADIO INCREASES REVENUE SHARE

Coen forecasts radio closing in on $9 billion; industry leaders say advertising efforts are beginning to pay off; operators need to keep momentum going for 1991, says RAB



Radio increased its share of the advertising revenue pie in 1990, according to figures released last week. Robert Coen, senior vice president, director of forecasting, McCann-Erickson, released the forecasts at the agency's semi-annual presentation of its "Insider Report" (see story, page 63). Coen projected that radio's total share of advertising would grow from 6.7% in 1989 to 6.8% in 1990, or approximately $8.8 billion. The RAB projects that in 1991, radio's share will increase to 7% of the total advertising pie.

Warren Potash, president and chief operating officer of the Radio Advertising Bureau, sees the trend continuing over the next few years. "With the erosion of mass media and the growth of targeted media, all we have to do is show up every day," said Potash. "We have to be the premiere target media in the world." The advertising community, added Potash, will continue to learn about radio and the share will gradually increase. "We never, ever, look for giant leaps," he said, "because these trends are put together with small little ratchets—each year the ratchet goes up just a little bit."

Network radio revenue was up 4% over 1989, according to Coen's figures, $495 million in 1990 versus $476 million in 1989. Bud Heck, president, Radio Network Association, sees a bright year ahead for the industry. "We have a medium that was born in the 1920's, but is really geared to the 90's from a marketing standpoint," he said. In his view, there are still going to be hundreds of millions of dollars invested in national advertising. The emphasis should be, Heck said, on carving out a bigger share for radio. "I like to remain a little bit optimistic," said Heck, "even if there is a 15% cut in advertising investments, which is not likely to happen, you still have 85% of the pie left."

Radio is being reexplored, said Heck. "Many people tend to forget that when there is any kind of recession or crisis in the economy, advertisers start to look a little bit closer at how they are spending their dollars." The economic pressures being brought to bear on everyone, said Heck, can help operators underline the strengths of their medium—the targetability and locality of radio.

Local radio revenue is projected to increase overall by 5% in 1990, to $6.615 billion, versus $6.3 billion in 1989. The increase projected is 1% less than Coen predicted last June (BROADCASTING, June 25), but he attributes the shortfall to the Iraqi invasion of Kuwait and disruptions in the economy.

Total 1991 expenditures for all U.S. advertisers, according to Coen's analysis, is expected to rise about 4.6% to $136 billion. He forecasts only modest growth for 1991, but an economic recovery of sorts in 1992, aided by the Olympics. That recovery, said Coen, should fuel a reexpansion in advertising throughout the rest of the decade.

Spot radio posted the biggest overall growth of the three radio categories, a 7% increase to $1.655 billion versus $1.547 billion in 1989.

Overall, radio advertising grew at about a 5.0% rate from 1989's total of $8.42 billion to the projected 1990 figure of $8.8 billion. "I just know that we are on the right track," said Potash. "We see the future and we are going to be the most elated people in town."

In essence, he added, the numbers show that the newspaper industry is declining and radio is starting to reap the benefits of their situation. Said Potash: "As time rolls on, we will be gaining more momentum. We just have to keep this bloody momentum going." —LC

COUNTDOWNS THRIVE DESPITE TEEN AUDIENCE EROSION

Market is 'saturated' as five countdowns struggle for lagging 12-34 audience

As many advertisers shift their focus to the 25-54 population segment, teen-ager dollars are drying up. Radio stations continue to change to adult-oriented Hot AC or oldies-based formats, and program suppliers are slashing their marginal teen-age-targeted programs. Such major networks as Unistar and Westwood One have pruned their 12-34 programing rosters—a move explained by one programing executive as "natural selection"—and have shifted focus to programing that appeals to the much larger baby boom cell. Coupled with an extreme fragmentation of contemporary music product and a growing trend toward tighter niche programing, the predictions of many industry analysts seem dire: youth-oriented programing is in trouble.

So what's with all the countdowns? At last count, radio stations had five Top 40 countdown programs, distributed by four different suppliers, from which to choose (see chart). In fact, in the 20 years since Casey Kasem first kicked on American Top 40, the mainstream countdown has become one of radio's most popular programing elements. Top 40 countdowns are heard on a combined 1,420 U.S. radio stations, and some carry two or more countdowns and/or repeat the same show on Saturday and Sunday. According to one countdown producer, countdowns can be "ludicrously profitable" for networks and stations alike.

Westwood One Radio Networks produces two Top 40 countdowns, *Casey's Top 40* and *Scott Shannon's All-Request Countdown*. Gary Landis, vice president of programing, confirms that the countdown program is alive and well and that "advertisers continue to have a great interest in youth-oriented programing." Much of the attrition in the youth programing market has been experienced with features that lacked the strength of a countdown, Landis said, but advertisers still want to reach the young adults to sell typical teen-age products, such as bubble gum and candy. Also, the 20-year cross-generation appeal of Casey Kasem helps it to sustain strong 12-plus numbers (as well as the revenue to justify the estimated $13 million-$14 million, five-year package that lured Kasem away from ABC [BROADCASTING, April 4, 1988]).

Casey Kasem (l) and Bert Kleinman, 'Top 40' producer

COUNTING THE NETWORK RADIO COUNTDOWN SHOWS

Program	*Host*	*Network*	*Length*	*Mins. spots hour (network:local)*	*Affiliates*
American Top 40	**Shadoe Stevens**	**ABC**	**4 hours**	**12 (6:6)**	**400**
Casey's Top 40	**Casey Kasem**	**Westwood One**	**4 hours**	**12 (6:6)**	**450**
Dave Sholin's Insider	**Dave Sholin**	**Premiere**	**4 hours**	**10 (4:6)**	**80**
Rick Dees' Weekly Top 40	**Rick Dees**	**Clark-Dees**	**4 hours**	**12 (6:6)**	**375**
All-Request Countdown	**Scott Shannon**	**Westwood One**	**3 hours**	**10 (6:4)**	**215**

Rick Dees

Shadoe Stevens

Scott Shannon

Dave Sholin

Tim Kelly, executive vice president and VP of programing at Premiere Radio Networks in Los Angeles, concurs that "there's still plenty of business in the 12-34 cell on the network side. To say that in some significant way there's a lack of revenue or interest on the part of advertisers in that demographic isn't true." Premiere distributes *Dave Sholin's Insider*, a countdown feature that evolved out of a former Westwood One show.

Competition among countdowns is friendly but fierce and is driven primarily by marketplace constrictions, according to Kelly. "Five major network countdown shows are on the air today, two of them produced by the same company, and there's just so many slots available in a market," he said, adding: "It's definitely tough out there."

Tough enough for usually aggressive Unistar Radio Networks to at least temporarily bow out of the countdown fold. Earlier this month (BROADCASTING, Dec. 3) Unistar passed on an option with Lorimar (whose DIR Broadcasting contracted in 1986 to distribute the show) to renew its agreement to market the Dees show. According to Nick Verbitsky, Unistar co-chairman and chief executive officer, Unistar never had a contract to distribute the program and, when Lorimar approached them with an option to renew the agreement for 1991—"for a lucrative fee"—Unistar declined.

Unistar president of programing Ed Salamon said that Unistar's decision in no way reflected its regard for Dees or his show. Salamon also reiterated growing concerns that more advertisers are shifting their focus from youth audiences to the 25-54 baby boom bubble. "There seems to be less interest now in youth-oriented programing among advertisers than at any time I can remember," Salamon said. "All these [countdown] shows are very successful with radio audiences, even if they're not as healthy from a revenue standpoint as other network shows." Salamon said steep talent fees place a heavy burden on a show's budget. "They're paying a lot of money for these guys, and it makes you wonder whether they're getting a return in today's advertising climate," he said.

Wally Clark, president of Clark-Dees Media, stressed that his company always has produced the Dees countdown. Lacking an agreement with Unistar or Lorimar, CD Media is attempting to market the show in-house for the first time. He said that he's seen little erosion of youth-oriented advertisers, especially among countdowns. "We have seen a fall-off in revenue this past year and we are seeing reduced budgets for 1991, but I doubt it has anything to do with the youth market." Clark draws a parallel between radio advertising and the direction of Top 40 music: "In some years there may be more emphasis on the youth market than others," he said.

Clark conceded that the eclectic nature of Top 40 music today has created challenges for stations, producers and advertisers. "From time to time, popular music goes through periods where it lacks direction, and we're in one of those periods right now," he said. "In times like these we have to be sensitive to what's going on in music, what the stations want, and try to stay on top as best we can."

Corinne Baldassano, ABC Radio Network vice president, programing, admitted that the countdown market is saturated and that "a finite number of advertisers are spreading themselves a little thin." She said that advertisers and programers alike have to remain cognizant that today's young adult audience are tomorrow's consumers. "There's still a need for some form of programing for these people; we just have to serve this niche a little better," she said. "That's why we've made some changes in *American Top 40* over the last two years. We've tried to make it more in tune with where Top 40 is, and it continues to evolve."

This evolution poses perhaps the biggest challenge to produce and market a mainstream countdown, Baldassano said. "Countdowns are very broad-based," she said. "They're not all-dance, all-ballad or all-rap. We have to reflect what's selling and getting played out there, and the nature of the beast is that you'll please some of the people some of the time, but not everybody all of the time." She said that stations that object to some of the music on the music charts—and thus played on countdown programs—need to understand that countdowns provide a way to break format and offer something outside tight niche formatting. "The whole point in running a countdown show is to be something different," she said. "If countdowns were a rehash of everything a station played in its regular format, why run it? A countdown is a showcase of a broader-based spectrum of the industry, an opportunity to give the audience an idea of what's happening elsewhere in the country." What's the countdown mystique? "People still want to know what's number one," Baldassano said.

SKI REPORTS PROVE LUCRATIVE

They are big business as national distributors deal with accuracy problems, competition

On the surface, most ski reports appear much the same as the conditions they report: fine surface conditions on a good, packed base. But as most seasoned skiers will attest, it's not necessarily what you see, but what's under the surface that counts.

Daily ski reports account for just a fraction of a station's programing, but they represent big business for the companies that produce and distribute them. Long the province of just a few companies, in the last few years a number of independent ski reporters have been lured by the estimated six-figure revenue reportedly generated by such companies as San Francisco-based AMI News and Morrie Trumble & Associates in New York. As more entrepreneurs have entered the field, competition has become fierce and, since ski areas usually pay to be included in reports, accusations of inaccuracies have multiplied. "Because of the money, the ski reporter business is very tight," one industry insider told BROADCASTING. Partly for this reason, many newcomers claim no financial relationship with the ski resorts and instead obtain their reports from skiers or other parties who supposedly have no bias or "hidden motive."

Not true, says John Hamilton, president of AMI. "The reporters who say they don't talk to the ski areas because the resorts aren't truthful, aren't being truthful themselves," he said. "Where are these people getting their information? If the slopes close at dusk and a new report goes on in the morning, they have to talk with someone at the ski area unless they're reporting yesterday's conditions or talking to the gas station attendant at the bottom of the hill."

New York-based Morrie Trumble insists it is these independent sources—"the gas pump jockeys, bartenders, ski bums and a network of sources around the country"—who level off the sometimes-unreliable hype promoted by ski resort marketing departments. "We take whatever source of information we can get, as long as we know from experience that they're credible."

A spokeswoman for Hamden, Conn.-based CRN International insists that its ski reports are compiled from reports fed by independent sources. "We have ski reporters who regularly check the conditions at participating ski areas," she said. "They call in with snow information, how many lifts are operating and what trails are open and what the moguls are like." From this information CRN produces *Ski Watch*, which is fed on an exclusive basis to stations in the top 50 markets. CRN contracts with participating ski areas, but no money changes hands. Instead, in exchange for promotional merchandise, stations air the reports free of charge, as well as a number of promotional announcements and spots for the report's sponsor.

Most ski reporters admit to the accuracy problem, but not necessarily its source. AMI's Hamilton said most ski areas are accutely sensitive to "bad marks" given by disappointed skiers who, after a four-hour drive, find conditions less than reported. For this reason the ski areas usually are honest, Hamilton said, and a great number of ski report inaccuracies are the fault of radio stations that were less than diligent in updating the reports they aired. Also, many ski areas were rating conditions on a poor-to-excellent scale—value judgments that Hamilton termed highly subjective. Pressure from ski reporters eventually forced the end of these "interpretive adjectives," and conditions now are reported according to depth of base, surface quality and weather.

Trumble agrees that inaccuracies remain an ongoing challenge, but claims that much of the blame still lies with the ski areas. "The ski industry has caused a lot of this concern, and because of this, a lot of skiers don't place much stock in ski reports," he said. "Unfortunately, there's a valid reason for that and it's a real disservice to skiers." Trumble said that the ski reporter's top priority is to the radio listener and "it doesn't matter what the ski area wants."

Independent reporters aside, virtually all ski report services operated on a national, regionalized basis either on a market exclusive or format exclusive basis. According to Hamilton, ski reports and radio are a perfect mix because of imagery and immediacy. "It's the image both radio and the ski area are looking for," he said. "Also, because conditions change so rapidly, radio makes the most sense to run the reports." Timing also is important, since the ski season falls primarily in the first quarter—typically the slowest period of the year.

MORE LAYOFFS HIT BOSTON

Hard times in Boston have resulted in another round of staff cutbacks in the market, with the latest being the loss of a dozen employes at CBS affiliate WHDH-TV.

Recent cutbacks at the station have resulted in the loss of six newsroom staffers and three employes from *Ready to Go*, an ambitious locally produced children's program canceled by the station in a further cost-cutting move. The cuts followed the elimination of about 18 staffers at the independently owned station earlier this year.

Arriving in the middle of a pervasive advertising slump in the market, the WHDH cutbacks coincided with staff reductions in recent weeks at several area newspapers, including *The Herald* and Quincy, Mass.-based *Patriot Ledger*.

Competing TV stations in the market have suffered their own share of cutbacks, with NBC affiliate WBZ-TV alone having eliminated more than 30 staffers. The station has cut back its locally produced *People Are Talking* from a live one-hour daily show to a half-hour taped program. WBZ-TV's parent Group W is also cancelling its longrunning *Evening Magazine*, taking it off the air next month.

"Everybody is restructuring for 1991 and preparing for what the decade will become...not for what the past decade was," said John Spinola, vice president and general manager of Group W-owned WBZ. He added that while TV stations in the market might see some additional "small" cutbacks in 1991, the bulk of the staff reductions appears to be over.

Hearst-owned ABC affiliate WCVB-TV has so far been able to reduce its staff strictly through attrition, a process that has eliminated about 25 positions over the last year. Belt-tightening measures at the station in recent months have also resulted in reduced overtime and less frequent use of freelancers in the news division. Market leader WCVB-TV, with about 320 employes, maintains the largest staff among Boston TV properties.

One of the few Boston media properties that has been able to avoid cutbacks appears to be Fox affiliate WFXT(TV). The station was purchased earlier this year by the Celtics basketball team and is enjoying a new vitality in the sluggish market, according to market observers. -RB

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$188,000** □ **5**
FM's □ **$19,270** □ **2**
AM-FM's □ **$200,000** □ **1**
TV's □ **$2,000,000** □ **3**
Total □ **$2,407,270** □ **11**

Year to Date:

AM's □ **$105,411,554** □ **361**
FM's □ **$474,446,531** □ **230**
AM-FM's □ **$356,172,727** □ **208**
TV's □ **$829,676,900** □ **91**
Total □ **$1,765,707,712** □ **890**

For 1989 total see Feb. 5, 1990 BROADCASTING.

WTLJ(TV) **Muskegon, Mich., and** WTJC(TV) **Springfield, Ohio** ■ Sold by Miami Valley Christian TV Inc. to Video Mall Communications Inc. for $2 million. Total price is interest bearing note which includes $1.08 million in real estate and $920,000 in personal property. **Seller** is headed by Marvin D. Sparks, Vernon Wilson, Homer Speece, Murray Ross and William Koch, and has no other broadcast interests. **Buyers**, headed by Marvin D. Sparks (president, chairman and director with 70% ownership interest), Richard L. Woodby and John W. Elliott, have interests in WTJC. WTLJ is independent on ch. 54 with 4395 kw visual, 440 kw aural and antenna 1,000 feet above average terrain. WTJC is independent on ch. 26 with 1,170 kw visual, 117 kw aural and antenna 500 feet above average terrain.

For other proposed and approved sales see "For the Record," page 80.

THE MAHLMAN COMPANY

NAMB

Radio's Blue-chip Broker

Lou Faust · Lucille Ferrara · Nick Imbornone · Bob Mahlman
Bob Mahlman, Jr. · Nancy Mahlman · Pat Nugent

assignment of license from Musical Heights Inc. for $4,587 in stock purchase. Seller is headed by Leo L. Shank, Howard C. Fisher, Thomas D. Boock, Nancy L. Fowler and John A. Alix, and has no other broadcast interests. Buyer is headed by Leo L. Shank, Howard C. Fisher, John A. Alix and Nancy L. Fowler. Action Nov. 26.

■ **WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts** (AM: BAL900911GP; 1600 khz; 5 kw-D, 2.5 kw-N; FM: BALH900911GQ; 102.1 mhz; 50 kw; ant. 780 ft.)—Granted app. of assignment of license from Sunshine Group Broadcasting to Saga Communications Ltd. for undisclosed amount (purchase includes WFEA[AM]-WZID[FM] Manchester, NH, and WGAN[AM]-WMGX[FM] Portland, ME). Seller is headed by George Silverman, who has interests in WCQL (AM) Portsmouth, NH and WCQL(FM) York Center, ME. Buyer is headed by Edward K. Christian (see WGAN[AM]-WMGX[FM] above). Action Nov. 26.

■ **KVVL(FM) Thief River Falls, MN** (BAPH901009HN; 102.7 mhz; 100 kw; ant. 548 ft.)—Granted app. of assignment of license from Thief To The Forks Broadcasting Inc. to Minnesota Public Radio Inc. for $30,000. Seller is headed by StarCom Inc. and Daniel Peters. StarCom owns 100% of voting stock of Sartell FM Inc., licensee of KKSR(FM) Sartell, MN; KSTQ Inc., licensee of KSTQ-FM Alexandria, MN; KMGK Inc., licensee of KMGK(FM) Glenwood, MN; and KYRS Inc., licensee of KYRS(FM) Atwater, MN. Buyer is headed by Daniel J. Schmidt, Addison L. Piper, Joanne Von Blon, William H. Kling, Robert Auritt, John A. Rollwagen, William J. Cosgriff, H. George Anderson. Minnesota Public Radio is licensee of noncommercial radio stations KBPR(FM) Brainerd; KCCM(FM) Moorhead; KCRB Bemidji; KGAC(FM) St. Peter; KLSE(FM) Rochester; KRSU(FM) Appleton; KNSR(FM) and KSJR(FM), both Collegeville; KRSW(FM) Worthington/Marshal; KNOW(AM) and KSJN(FM), both MinneapolisSt. Paul; KZSE(FM) Rochester; WIRR(FM) Virginia/Hibbling; WSCD(FM) Duluth, and WSCN(FM) Cloquet, all Minnesota; KLLD(FM) Decorah, IA; WGGL(FM) Houghton, MI, and KRSD(FM) Sioux Falls, SD; and has applications pending for 5 new FM's. Action Nov. 26.

■ **KLID(AM) Poplar Bluff, MO** (BAL900104EA; 1340 khz; 1 kw-U)—Granted app. of assignment of license from Walker Communications Inc. to Morris Broadcasting Inc. for $19,800. Seller is headed by Bruce W. Schnieder and William H. Frye, trustee in bankruptcy, and has no other broadcast interests. Buyer is headed by Harold Morris, Joyce Morris, Richie Morris and Randy Morris. Action Nov. 28.

■ **WFEA(AM)-WZID(FM) Manchester, NH** (AM: BAL900911GR; 1370 khz; 5 kw-U, DA-2; FM: BALH900911GS; 95.7 mhz; 14.5 kw; ant. 930 ft.)—Granted app. of assignment of license from Sunshine Group Broadcasting to SAGA Communications Ltd. for undisclosed amount (purchase includes WGAN[AM]-WMGX[FM] Portland, ME, and WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts. Seller is headed by George Silverman, who has interests in WCQL (AM) Portsmouth, NH and WCQL(FM) York Center, ME. Buyer is headed by Edward K. Christian (see WGAN[AM]-WMGX[FM] above). Action Nov. 26.

■ **KCKN(AM)-KBCQ(FM) Roswell, NM** (AM: BAL900618EA; 1020 khz; 50 kw-U; FM: BALH900618EB; 97.1 mhz; 100 kw; ant. 300 ft.)—Granted app. of assignment of license from Ardman Broadcasting Corp to Amlar Broadcasting Ltd. .for $5.75 million. Seller is headed by Myer and Adrienne Feldman, who have interests in WVSR-AM-FM Charleston, WV; WNWZ(AM)-WEZI(FM) Germantown, TN; WPHR(FM) Cleveland, OH, and WZOU(FM) Boston. Buyer is headed by Dennis Scott Rooker and Michael J. Ludgate, and has interests in WIBM-AM-FM Jackson, MI; WKYD(AM)-WWSF(FM) Andalusia, AL; WKWK-AM-FM Wheeling, WV; WMCL(AM) McLeansboro and WTAO-FM Murphysboro, both Illinois, and WDXI(AM)-WMXX(FM) Jackson, TN. Action Nov. 29.

■ **WMXW(FM) Vestal, NY** (BALH901003HC; 103.3 mhz; 407 w; ant. 2,791 ft.)—Granted app. of assignment of license from David G. Mitchell to Mix Radio Inc. in transfer of s[illegible]s in return for loan guarantee. Transferees are Josep[illegible] Reilly, William C. Burtis Jr. and E. Mark Vieira. Mitchell is currently sole proprietor WMXW and president of Mix Radio Inc., and also has interests in Northway Broadcasting Inc., licensee of WBZA(AM) and WAYI-FM Glens Falls, NY; WKMC(AM) Roaring Spring and WHPA(FM) Hollidaysburg, both Pennsylvania, and FM translator W296AQ at Bellwood, PA. Reilly, Burtis and Vieira also have interests in Northway. Reilly has interests in Hometown Broadcasting Corp., licensee of WIZR(AM)-WSRD(FM) Johnstown, NY. Action Nov. 23.

■ **WSMY(AM) Weldon and WPTM(FM) Roanoke Rapids, both North Carolina** (AM: BAL901005HX; 1230 khz; 1 kw; FM: BALH901005HY; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Faver Broadcasting Grp Ltd. to Moran Communications Inc.; buyer is reaquiring former interest in station following bankruptcy. Seller, headed by Ronald J. Verlander Sr. and Ronald J. Verlander Jr., also have interests in WZLI(FM)-WLET(AM) Toccoa, GA, and KBSI(TV) Cape Girardeu, MO. Buyer is headed by Timothy Moran and Amy Moran, husband and wife. Timothy Moran has interests in South Boston Radio Inc., licensee of WHLF(AM) South Boston, VA. Action Nov. 27.

■ **KADS(AM) Elk City, OK** (BTC901015EA; 1240 khz; 1 kw-U)—Granted app. of assignment of license from Investar Inc. to Kenneth E. Martin for $71,000 in stock sale. Seller is headed by W. Steve Baker, Kenneth R. Martin and Jack L. Palmore and has no other broadcast interests. Buyer is headed by Kenneth E. Martin and Jack L. Palmore. Action Nov. 27.

■ **WWBD(AM)-WWLT(FM) Bamberg-Denmark, SC** (AM: BAL901011HT; 790 khz; 1 kw-D, 100 w-N; FM: BALH901011HU; 92.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Viking Broadcasting to Underwood Communications for $200,000. Seller is headed by Stewart Freeman and Robert Simpkins, who have 80% and 20% interest, respectively, in WYTL(AM)-WPFR-FM Terre Haute, IN. Buyer is a general partnership to be formed between Gresham Communication Inc., headed by Rudi H. Gresham and Faye B. Gresham, and Underwood Communications of Bamberg Inc., headed by James A. Underwood. Underwood owns 100% voting stock

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	240	5,224
Commercial FM	4,368	908	5,276
Educational FM	1,436	296	[illegible]2
Total Radio	10,788	1,444	12,232
Commercial VHF TV	552	18	570
Commercial UHF TV	561	186	747
Educational VHF TV	125	3	128
Educational UHF TV	228	17	245
■ **Total TV**	1,466	224	1,690
VHF LPTV	181	167	348
UHF LPTV	588	1,048	1,636
■ **Total LPTV**	769	1,215	1,996
FM translators	1,854	323	2,177
VHF translators	2,711	101	2,812
UHF translators	2,240	390	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Dec 24

Reaching over 117,000 readers every week 60th Year 1990

TELEVISION / 17
CBS signs series pact with producers of 'Designing Women'

RADIO / 16
Birch survey shows urban first in six of top 10 markets

WASHINGTON / 22
Fin-syn, take two: highlights from high drama in Washington

TECHNOLOGY / 32
Zenith becomes third company to propose all digital HDTV

NO ONE COVERS THE TWIN CITIES LIKE KSTP-TV
(Except Maybe The Minnesota Snow)
FUSCO

MINNEAPOLIS 5 ST. PAUL KSTP TV

EYEWITNESS NEWS

Vol. 119 No. 26

☐ **CABLE'S COMIC RELIEF**
HBO and MTV Networks merge their comedy channels

**************5-DIGIT 20814
20814SRI AT8501 ZC2
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

Broadcasting ▪ Dec 24

THIS WEEK

THE LONG AND SHORT OF IT

In recognition of the Christmas holidays, BROADCASTING is publishing an abbreviated issue this week. Missing are most of the standard departments; present is the full week's budget of breaking news. Standard publication will resume next issue (Dec. 31).

11 / ONGOING STORY

Very little Fifth Estate business got done in 1990. Some deals have been held over; others have come undone.

11 / RETURN OF THE SPECTRUM FEE?

The National Association of Broadcasters says the Treasury Department is drafting spectrum tax legislation as part of a plan to offset funding for new programs.

13 / NBC AFFILIATE HOUR

NBC is set to give back an hour of daytime to affiliates starting in fall 1991, reducing the network's daytime slate from 5½ to 4½ hours.

14 / GETTING TO KNOW NIPPON

NBC has tied up with leading Japanese media players Mitsui and TV Tokyo in one deal to distribute programing, and in another—with Nippon TV, which transforms a casual, 40-year news relationship into a full-fledged exclusive news partnership.

15 / ONWARD AND UPWARD

Stephen Weiswasser, general counsel, Capital Cities/ABC, has been promoted to executive vice president of the company's TV network group, where he'll report to group President John Sias.

16 / URBAN LEAGUE

Urban-formatted radio stations now hold the lead spot in six of the top 10 markets, although some urban outlets seem to have reached their peak, according to the Birch fall 1990 survey. Also of note: the number one CHR station in seven of the top 10 markets either held steady or slipped, possibly signaling further fragmentation of Top 40 music.

17 / CBS DEAL WITH MOZARK

The producers of CBS's *Designing Women* and *Evening Shade* have entered into a five-series production deal with CBS.

18 / NEW YORK NEWS

WNBC-TV New York has decided—once again—to put LBS's *Family Feud* in access, starting Dec. 31, in place of one of this season's lackluster new game shows, *Challengers*. And WCBS-TV has also opted to counterprogram talk shows in early fringe with the acquisition of the off-network *Matlock*.

18 / NOW IT CAN BE SOLD

Tribune Entertainment has cleared the new magazine show *Now it Can Told* in about 20% of the country, not counting the top three markets, where Tribune owns stations. Some affiliates picking up the show confirm they may preempt or delay network programs with the Geraldo Rivera-hosted program.

26 / NO JOKE: COMEDY NETWORKS MERGE

After months of posturing and bickering, MTV's HA! and HBO's The Comedy Channel got the last laugh with their surprise merger into one cable comedy network.

27 / FNN DISCLOSURE

FNN has filed its long-delayed 10-K with the Securities and Exchange Commission, offering some revelations to potential buyers of the service.

28 / TV RIVALS GO GLOVE FOR GLOVE

Long-time pay TV competitors Showtime and Time Warner are now set to enter the ring as pay-per-view rivals, each intending to start a monthly PPV boxing series.

32 / DIGITAL HDTV TREND

Zenith Electronics Corp. is the third company to inform the FCC's advisory committee on advanced television service that it is building an all-digital HDTV transmission system. Zenith's Spectrum-Compatible HDTV, formerly an analog-digital system, is being developed using a compression algorithm from AT&T Bell Laboratories and circuits from AT&T Microelectronics.

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Broadcasting ▪ Cable

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

■ **KOCM(FM) Newport Beach and KSRF(FM) Santa Monica, both California** □ Sold by Ocean Broadcasting and Radio Broadcasters to Brentwood Communications Inc. for $17.65 million cash at closing. Stations were purchased in 1986 and 1987 for combined $8.5 million. Stations operate on same frequency, and will be simulcast. **Seller** is headed by Jack Siegal, Steve Hazy and Leonard Weinberg, and has no other broadcast interests. **Buyer** is headed by Ken Roberts and has no other broadcast interests. KOCM has adult contemporary format on 103.1 mhz with 2 kw and antenna 322 feet above average terrain. KSRF has adult contemporary format on 103.1 mhz with 3 kw and antenna 265 feet above average terrain. *Broker: John McLaughlin.*

■ **WPAD(AM)-WDDJ(FM) Paducah, Ky.** □ Sold by Radio Paducah Inc. to Purchase Broadcasting Inc. for $1.8 million. Stations sold in 1984 for $1.5 million ("Changing Hands," May 28, 1984). Purchase includes $1.725 million cash at closing, of which $250,000 is for 5-year noncompete covenant, and $75,000 escrow deposit. **Seller** is headed by William H. Beremen, J.T. Carneal, Edward B. Fritts (father of National Association of Broadcasters President Edward O. Fritts), Kenneth and Patricia Shively, husband and wife, and Eugene and Ann Edwards, husband and wife. Beremen is 51% owner, president and director of Radio New Mexico Inc., licensee of KVSF(AM)-KNYN(FM) Santa Fe, N.M. **Buyer** is headed by R. Lee Hagan, 60%, and Gene W. Edwards, 40%. Edwards has 2.1% interest in assignor. WPAD has religious format on 1560 khz with 10 kw day, 5 kw night. WDDJ has contemporary hit format on 96.9 mhz with 100 kw and antenna 340 feet above average terrain.

■ **WQIZ(AM)-WKQB(FM) St. George, S.C.** □ Sold by Trident Communications Corp. to Barton Broadcasting Corp. for $1.5 million. Purchase is for $1.5 million cash at closing, of which $600,000 is for noncompete covenant. Stations were sold in 1979 for $1 million ("Changing Hands," Dec. 10, 1979). **Seller** is headed by Thomas J. Greiner and Robert O'Leary, permittees of KMCE(FM) Rancho Cordova, Calif. **Buyer** is headed by Charles A. Barton, who is 50% stockholder in Mid-Carolina Communications Inc., licensee of WSSC(AM) Sumter, S.C., and has 40% interest in Sumter Radio Partnership, which has application for CP pending at Sumter, S.C. WQIZ has gospel format on 810 khz with 5 kw day. WKQB has urban contemporary format on 107.5 mhz with 100 kw and antenna 984 feet above average terrain. *Broker: Randall E. Jeffrey of Media Venture Partners.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$213,200** □ **4**
FM's □ **$17,654,000** □ **5**
AM-FM's □ **$4,160,000** □ **5**
TV's □ **$0** □ **0**
Total □ **$22,027,200** □ **14**

Year to Date:
AM's □ **$105,624,754** □ **365**
FM's □ **$492,100,531** □ **235**
AM-FM's □ **$360,332,727** □ **213**
TV's □ **$829,676,900** □ **91**
Total □ **$1,787,734,912** □ **904**

For 1989 total see Feb. 5, 1990 BROADCASTING.

■ **WOJY-AM-FM Sharpsville-Farrell, Pa.** □ Sold by National Communications Systems Inc. to Mercury Broadcasting Inc. for $860,000. **Seller** is headed by Jerome Bresson, who has interests in WYYS(FM) Cayce and WBPR(FM) Georgetown, both South Carolina. **Buyer** is headed by Kelly Holtzclaw, who has no other broadcast interests. WOJY(AM) has contemporary hit format on 1470 khz with 1 kw day and 500 w night. WOJY-FM has contemporary hit format on 95.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Gary E. Kirtley of Mediacor.*

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TELEVISION / 43
Independents prepare to gather in L.A.; banking on barter

RADIO / 58
MPR buys second Minneapolis FM, will sell AM; commercial association there objects

CABLE/ 63
Group W at forefront of ventures between broadcasting, cable

BUSINESS / 66
Advertiser outlook: Flat year may be ahead for beer industry

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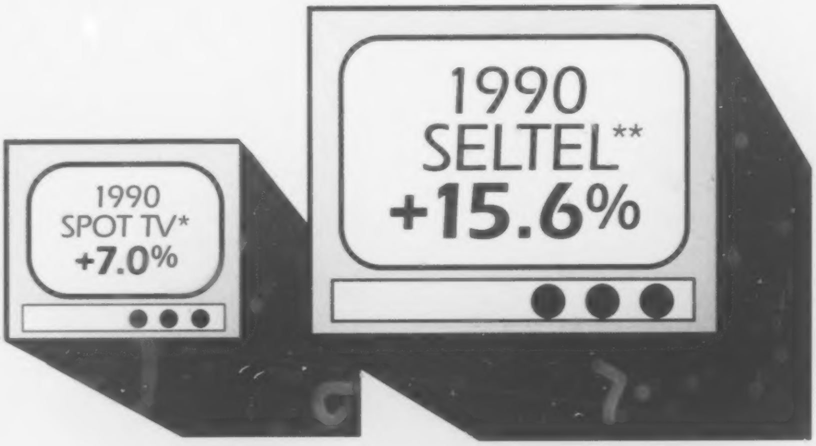

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BETHESDA MD 20814

Vol. 119 No. 27

THE 102ND CONGRESS AND THE FIFTH ESTATE

Broadcasting ■ Dec 31

THIS WEEK

Station trading market differs depending on perspective (page 35).

35 / CAUTIOUS NEW YEAR

A survey of would-be TV station buyers finds little anxiousness to strike deals, even though station prices are down. Expected returns from acquisitions are being pared, due to the near-term revenue outlook and because lack of credit requires more equity investment.

36 / TRADING SEPARATELY

The MCA purchase by Matsushita was expected to close last weekend. A portrait of the company's WWOR-TV New York was provided by the document filed to register securities of the station, which will trade separately as a stand-alone company.

38 / CONGRESSIONAL NEW YEAR

The 102nd Congress convenes in early January with a full agenda. Congressional efforts to reregulate cable will resume with broadcasters likely to seek legislation requiring cable operators to pay for retransmitting their signals. Broadcasters may also have to fight spectrum tax proposals once again. And the telephone industry's drive to enter the television business could gain some momentum, especially if the National Association of Broadcasters revises its stand on the issue and comes to some agreement with the telcos.

40 / MANY QUESTIONS FOR FOX

It appears that those Fox affiliates attending the Association of Independent Television Stations convention in Los Angeles this week will have a lot of questions for the executives of the growing Fox programing service. Fox affiliates are generally pleased with the performance of the service's expanded fall schedule, but concerns remain on several fronts, including the state of Fox's proposed news service, its children's programing lineup and its mid-season replacements.

40 / TAKING TIME

Due to overly ambitious ratings guarantees to advertisers for the Fox Children's Network, Fox is taking back a minute of advertising time from affiliates during the afternoon strip *Peter Pan & the Pirates* to use for make-goods.

41 / NOVEMBER NUMBERS

Nielsen numbers for syndicated sweeps show veteran syndicated shows continuing to dominate the top ranks of all program genres during the November sweeps. The news for new adult first-run strips was mostly bad, while a majority of the seven new off-network sitcoms in syndication fared well. The children's market continues to soar.

43 / INTV PREVIEW

The continued expansionist plans of Fox Broadcasting Co. and its affiliates' role within the Association of Independent Television Stations are raising questions about the course INTV will take.

In the meantime, public policy "power" breakfasts and "success strategies" for the 1990's are among the topics scheduled for INTV's convention Jan. 3-5 in Los Angeles. A compilation of what's showing in the screening rooms begins on page 49.

46 / INDEPENDENT NEWS

Independent stations are expected to show a dramatic increase in local news shows in 1991, as Fox Broadcasting prepares to launch its long-anticipated affiliate news service.

47 / TOUGH TV TIMES

At a time when

Looking ahead to the 102nd Congress (page 38).

advertising demand is soft, many syndicators are financing new first-run programs solely from the barter revenue those distributors believe the shows will generate. Said one executive: "The new adult first-run shows failed. But the reality is, the people who know this business should have known the possibility of great ratings was nil. The fact is, a lot of stuff is working and there are a finite number of time periods."

54 / THE SINGULAR JIM QUELLO

James Quello has spent the past 16 years as an FCC commissioner, never far from his broadcasting roots. The Michigan Democrat has stood up at the FCC for what he calls in this "At Large" interview with BROADCASTING, the "all-important, free, universal, over-the-air broadcast service."

58 / LONGER, STRONGER REACH

Minnesota Public Radio's purchase of a second Minneapolis FM is expected to strengthen the reach of MPR's news and music services to "every square inch" of the state—a move in perfect accordance with its mandate, says MPR. But commercial broadcasters there believe the transfer demonstrates "unchecked expansion" and "frightening... concentration of control" at the noncommercial radio network.

60 / DAB DEBATE

EZ Communications' Alan Box and Ron Strother of Strother Communications Inc. discuss digital audio broadcasting as the industry studies the pros and cons of terrestrial and satellite-based systems.

INTV outlook (page 43).

63 / MEDIA CROSSOVER

Westinghouse Broadcasting is at the forefront of broadcasting-dominated companies who are getting involved in cable at both the national and local level by buying into existing services, launching local cable news segments and blazing new trails in advertising.

66 / FLAT YEAR FOR BEER?

Although the beer industry is coming off one of its best years, questions about 1991 remain. Industry speculators are unsure what effect the increase in the federal excise tax—from 16 cents a six pack to 32 cents—will have on sales. Also, attempts to pass ad warning legislation may affect advertising plans. Brewers provide a significant portion of ad revenue and if more follow top brewer Anheuser-Busch's lead into more promotions and less television, broadcasters will feel the sting.

70 / CAMERA COURT TEST

The Judicial Conference of the United States chose the two federal appeals and six district courts that will take part in its experimental pilot program, letting cameras and other recording devices inside to cover civil cases. The Second and Ninth Circuit Courts of Appeal in New York and San Francisco, respectively, as well as district courts in Pennsylvania, New York, Michigan, Indiana, Washington and Massachusetts will host the three-year program.

71 / SATELLITE DAB IN 1994

The American Mobile Satellite Corp. has hired Hughes Aircraft Co., El Segundo, Calif., and Spar Aerospace Ltd. of Canada to build a mobile satellite that will be capable of, among many other services, digital audio broadcasting to car receivers. Radio Satellite Corp., Long Beach, Calif., plans to lease capacity on the AMSC satellite and begin DAB in the summer of 1994.

74 / RADIO WORLD

The National Association of Broadcasters has begun planning what will be the first international all-radio gathering. The convention, scheduled for June 1992, is in partnership with the city of Montreux, where representatives of the NAB and the city met earlier this month.

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

■ WCOA(AM)-WJLQ(FM) **Pensacola, Fla.** □ Sold by Norman S. Drubner to Brem Broadcasting for $2.23 million. Price includes $2.03 million cash at closing, a noncompete covenant and a $200,000 escrow deposit. **Seller** is headed by Norman S. Drubner who has interests in KXYQ(AM)-KZRL(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. **Buyer** is headed by Edmond J. Muniz (80%) and Barry Richards (20%). Muniz has 33% interest in WLTS-FM Slidell, La.; 100% interest in WYAT(AM) New Orleans, and 65% interest in WGCM-AM-FM Gulfport, Miss. AM is fulltimer with adult contemporary and talk format on 1370 khz and 5 kw. FM has contemporary hit format on 100.7 mhz with 100 kw and antenna 1,555 feet above average terrain.

■ WSIX(AM) **Nashville, Tenn.** □ Sold by Capstar Communications Inc. to Bible Broadcasting Network Inc. for $600,000. Price includes $550,000 cash at closing and $50,000 escrow deposit. **Seller** is headed by R. Steven Hicks, David Manning and Kim Borrow and is licensee of WJDX(AM)-WMSI(FM) Jackson, Miss., and WSSL-AM-FM Greenville, S.C. **Buyer** is headed by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus and H. Ron White. Bible Broadcasting is a nonprofit, nonstock corporation which is licensee of 17 FM's and 1 AM. WSIX is fulltimer with country format on 980 khz with 5 kw.

■ KITM(FM) **Mission, Tex.** □ Sold by KITM Inc. to RGV Broadcasting Inc. for $505,000. Price includes $10,000 cash at closing, $10,000 to be paid 30 days after closing, $395,000 five-year promissory note at 12% and $90,000 six-year promissory note at 12%. **Seller** is headed by Lino Canales and has no other broadcast interests. **Buyer** is headed by Kevin D. Pagan, Leo Marroquin and Mark Kach and is a wholly owned subsidiary of RGV Media Ministries Inc. KITM has Spanish format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ WDKC(AM) **Fort Pierce, Fla.** □ Sold by Treasure Coast 1330 Corp. to Fairbanks Communications Inc. for $365,000. Price includes $315,000 cash at closing and $50,000 escrow deposit. **Seller** is headed by Daniel W. Wallace and has no other broadcast interests. **Buyer** is headed by Richard M. Fairbanks, Richard C. Hindes, George E. Mills and James R. Cande and is licensee of WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Fla., and WKOX(AM)-WVBF-FM Framingham, Mass. WDKC has country format on 1330 khz with 5 kw day, 1 kw night. Broker: Blackburn & Co.

■ WLPM(AM) **Suffolk, Va.** □ Sold by Suffolk Broadcasting Corp. to Johnson Media Inc. for $345,000. Price includes $10,000 escrow deposit, a seven-year $290,000 promissory note up to a maximum of 15% and $45,000 five-year noncompete covenant. **Seller** is headed by Hubert H. Young and has no other broadcast interests. **Buyer** is headed by James W. Johnson Jr., who is an officer and 10% shareholder of Johnson Communications Inc., licensee of WDAO(AM) Dayton, Ohio. WLPM is fulltimer with oldies format on 1450 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 76.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$2,230,000** □ **12**

FM's □ **$507,390** □ **5**

AM-FM's □ **$1,803,000** □ **2**

TV's □ **$0** □ **0**

Total □ **$4,540,390** □ **19**

Year to Date:

AM's □ **$107,427,754** □ **377**

FM's □ **$492,607,921** □ **240**

AM-FM's □ **$362,562,727** □ **215**

TV's □ **$829,676,900** □ **91**

Total □ **$1,792,275,302** □ **923**

For 1989 total see Feb. 5, 1990 BROADCASTING.

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N. Jeffrey and Rober L. Caron, and has interests in KSCO(AM) Santa Cruz, KRCX(AM) Roseville, KRXQ(FM) Sacramento, KFMF(FM) Chico, KHOP(FM) Modesto, KSRO(AM) and KHTT(FM) Santa Rosa, all California; KJJY(AM) and KJJY-FM both Des Moines, Iowa; WBLM(FM) Portland, ME, and WOKQ(FM) Dover, NH. Buyer has no other broadcast interests. Action Dec. 6.

■ **KGLR(FM) Bettendorf, IA** (BTCH901017HA; 93.5 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Eternity Broadcasting Inc. to to David L. McNally and Jeffrey D. Lyle for $507,595 in stock sale. Seller is headed by Larry L. and Aleta Lewis, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 5.

■ **WYRE(AM) Annapolis and WBEY(FM) Grasonville, both Maryland** (AM: BAL901010HF; 810 khz; 250 w-D; FM: BALH901010HG; 103.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Anna-Del Broadcasting Co. Inc. to Vision Broadcasting Co. Ltd. for $1.15 million. Seller is headed by Thomas W. Wilson, Thomas Neal Heaton and William E. Blasier, and has no other broadcast interests. Buyer is headed by Richard A. Winn, David J. Robkin, Eric J. Cohen, Lawrence M. Goldfarb, Thomas G. Pless and Derek A. Noyes. Pless has interests in PCA Communications Corp., non-profit corporation which is licensee of WHVY(FM) Baltimore, MD. Action Dec. 6.

■ **WBIV(AM) Natick, MA** (BAPL900522EA; 1060 khz; 25 kw-D, 2.5 kw-N)—Granted app. of assignment of license from Boston SRN Inc. to International Communications Group for $1.3 million. Seller is subsidiary of Satellite Radio Network (SRN), and is headed by Michael B. Glinter. SRN is parent company of Houston SRN Inc., licensee of KGOL(AM) Humble, TX, and Detroit SRN Inc., licensee of WLQV(AM) Detroit. Glinter has interest in Voice of Charlotte Broadcasting Co., licensee of WQCC(AM) Charlotte, NC; is permitee of new AMs in Fairview, NC and Florence, SC. He is licensee of LPTV W29AC Charlotte, NC. Buyer is headed by Antonio Molina, Ruben P. Moreno, Fradeque A. Rocha, David Cortiella and Jose M. Perez, and has no other broadcast interests. Action Nov. 30.

■ **KBJJ-FM Marshall, MN** (BALH900816HU; 107.1 mhz; 3 kw; ant. 242 ft.)—Granted app. of assignment of license from Garamella Broadcasting Co. to CD Broadcasting Corp. for $250,000. Seller is headed by Todd J. and Joseph J. Garamella and has interest in KMSR(FM) Sauk Center and KSCR-AM-FM Benson, both Minnesota, and KJJG-FM Spencer, IA. Buyer is headed by Christopher T. Dahl, Russell Cowles, Richard W. Perkin, Lance W. Riley and S. Mel Paradis, and has interest in KJJQ(AM)-KKQQ(FM) Volg, SD; KKBJ-AM-FM Bemidji, KLGR-AM-FM Redwood Falls and KQHT-FM Crookston, all Minnesota, and KRRZ(AM)-KZPR(FM) Minot, ND. Action Dec. 3.

■ **KLKT(FM) Incline Village, NV** (BALH900914HR; 100.1 mhz; 700 w; ant. 630 ft.)—(Recently changed to KZAK) Granted app. of assignment of license from North Lake Tahoe Broadcasting to New World Enterprises Inc. for $1.33 million. Seller is headed by James King, and has no other broadcast interests. Buyer is headed by David T. and Linda P. Newman, husband and wife, and Carlton J. Whitehead, and has no other broadcast interests. Action Dec. 6.

■ **KBOM(FM) Los Alamos, NM** (BTCH900828GX; 106.7 mhz; 15.5 kw; ant. 1,948 ft.)—Granted app. of assignment of license from Kathleen McRee to Virgil C. Armer for $206,000. Seller is headed by Kathleen McRee and Lance Armer, and has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 5.

■ **WOKG(AM) Warren, OH** (BAL901011EA; 1570 khz; 500 w)—Granted app. of assignment of license from Geri Taczak Media Inc. to W-A Broadcasting Inc. for $47,000. Seller is headed by Geri Taczak, Barbara Wilkes and Linda Snyder, and has no other broadcast interests. Buyer is headed by Craig Waffen and Jack N. Alpern. Waffen has interest in WNRB(AM)-WNCD(FM) Niles, OH. Action Nov. 30.

■ **KEYB(FM) Altus, OK** (BTCH900926GW; 107.9 mhz; 3 kw; ant. 190 ft.)—Granted app. of assignment of license from Fred R. Morton Jr. to Paul E. Wilmes for undisclosed amount. Seller is headed by Morton, wife Evelyn Morton and Raymond Klotz. Fred Morton is 25% stockholder of Broadco of Texas Inc., licensee of KMGZ(FM) Lawton, OK. Klotz is 56% stockholder of Lake Isabella Broadcasting Inc., licensee of KKRV(FM) Kernville, CA. Buyer is headed by Wilmes, Scott E. Wilmes, Jo Anne Wilmes and Lynna Wilmes, and has no other broadcast interests. Action Dec. 6.

■ **WJTL(FM) Lancaster, PA** (BALED900831HG; 90.3 mhz; 4.7 kw; ant. 198 ft.)—Granted app. of assignment of license from Joy Public Broadcasting Corp. to Creative Ministries Inc. for $500,000. Seller is headed by Lowell Bush, Mary Lou Denbleyker, Joyce Bush and George Douglas, and is licensee of WJTY(FM) Lancaster, WI; KJTY(FM) Topeka, KS; WJTL(FM) Lancaster, PA and WJTG(FM) Fort Valley, GA. Buyer is headed by Timothy N. and Cheryl Landis, John Smucker, Paul K. Logson and Harry L. Thomas Jr., and has no other broadcast interests. Action Nov. 30.

■ **WVOC(AM)-WCEZ(FM) Columbia, SC** (AM: BAL901009HP; 560 khz, 5 kw-U; FM: BALH901009HO; 93.5 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Banking Services Corp., debtor in possession, to Clayton Radio Inc. for $2.55 million. Seller also manages and operates WETT(AM) Ocean City, MD, WWTR(FM) Bethany Beach, DE,and WSVS-AM-FM Crewe, VA. Buyer is headed by Richard Dames, Stephen Bunyard and Richard Fitzer. Action Nov. 30.

■ **WYOR(AM) Brentwood, TN** (BAL900927EC; 560 khz; 500 w-D)—Dismissed app. of assignment of license from Adoni Communications Inc. to Media Resource Group Inc. for $57,000. Seller is headed by Ade Oni. Buyer is headed by A.K. and Elisa O. Upadhyaya, husband and wife, and have interests in WAJN(AM), Ashland City, TN. Action Dec. 5.

■ **WETB(AM) Johnson City, TN** (BAL890724EE; 790 khz; 5 kw-D)—Granted app. of assignment of license from Alpha-Omega Broadcasting Inc. to Mountain Signals Inc. for no financial consideration. Seller

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Jan 7

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 54
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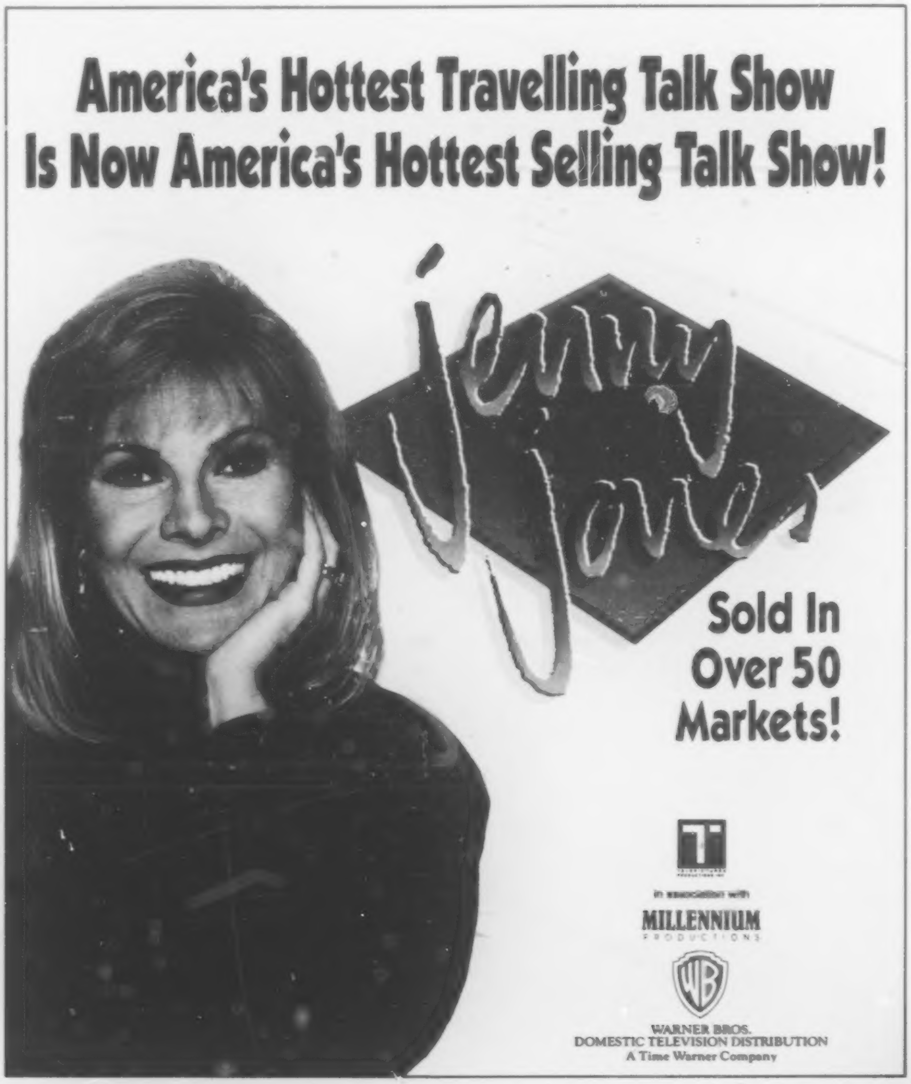
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Vol. 120 No. 1

INTV IN L.A.

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20814SRI AT8501 ZCZ
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
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THIS WEEK

43 / INTV: 'STILL ALIVE'

Attendance at this year's annual Association of Independent Television Stations meeting in Los Angeles was down about 30% from last year's total, but as outgoing INTV Chairman John Serrao said: "INTV is still alive." Nonetheless, at the convention speculation of a merger with the National Association of Broadcasters persisted, despite dismissal of such talk from INTV officials.

44 / CALL TO ACTION

For the opening address to the attendees of the 18th annual INTV convention, the association's officers stressed the organization's health and vowed to fight any intrusion into their marketplace (namely cable), the impending entrance of telco's and the threat to the prime time access rule that could injure the health of independent stations. It was up to INTV's members, the officers said, to increase efforts in building audience numbers, increasing ad sales and having a greater voice on Capitol Hill regarding broadcast TV legislation.

45 / DISNEY DUCKS

Looking to further strengthen its two-hour *The Disney Afternoon* animation block, Buena Vista Television unveiled *Bonkers* and *Goof Troop* as the latest components for the block, debuting in fall 1992 and 1993, respectively.

INTV encounters stormy weather in Los Angeles (page 43).

46 / TAKING THE PROGRAMING PULSE AT INTV

Program producers and distributors at the INTV convention attacked the three-network position that the financial interest and syndication rules should be repealed. They also said stations had to take a more active role in program development.

47 / LOOKING FORWARD

Wall Street and the Fifth Estate would probably like to forget 1990, which saw stocks for all sectors of the industry—entertainment, broadcasting, cable and ad agencies—off by double-digit percentages. The industry has not seen such a decline in 17 years and the key question was, as one analyst put it: "Have we hit bottom yet?" Some industry observers are looking for media earnings to improve when the industry starts to focus on 1992—an Olympics and election year.

49 / TO BE A GOOD ACTOR

The FCC is proposing several interim "good actor" tests for cable systems in an "effective competition" order released last week. Systems that meet those requirements will be exempt from local regulation. Among the alternatives: a cable system must provide service and rates similar to what it did before deregulation in December 1986 and adhere to the National Cable Television Association's customer service guidelines. Looking to adopt a complete "effective competition" standard in April or May, the FCC has set Jan. 31 for the comment deadline, Feb. 15 for replies.

54 / FINISHING TOUCHES

While finalizing a "primary" deal with the Fox Children's Network for animated programing, Warner Bros. Domestic Television Distribution has sent out "secondary" contracts to Fox affiliates. The terms of the latter include time period guarantees.

60 / 'BAYWATCH' REDUX

The former network show *Baywatch* is being revived for first-run syndication and worldwide distribution. LBS and Australia's Fremantle Corp. will co-produce the new first-run episodes, which will be available next fall.

62 / HEADING TO NEW ORLEANS

With NATPE's attempt last year to create a more "businesslike" atmosphere by banning food, drink and demonstrations now an idea of the past, exhibitors and station executives are readying to return to an exhibit floor more like the NATPE's of old.

88 / RADIO FINANCIAL TIMES

A 1990 National

Association of Broadcasters-Broadcast Cable Financial Management Association report shows the percentage of radio station revenue derived from local advertising shrank in 1989. National and regional advertising percentages increased slightly.

89 / POWER FM IN PHILADELPHIA

WUSL(FM) has climbed four rating points in Birch in one year. Among its strategies: targeting city problems with help from entertainers such as Paula Abdul and "Power" concerts.

91 / CABLE RETROSPECTIVE

The merger of MTV's HA! with HBO's The Comedy Channel, and the demise of Mizlou's Sports News Network, are among last year's programing changes that have altered the cable landscape as operators wait to see what develops.

'Baywatch' returns in syndication (page 60).

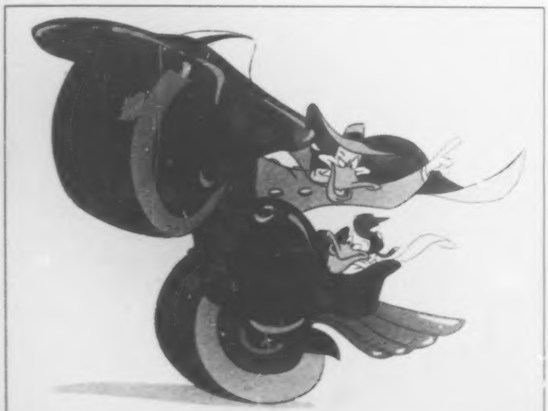
92 / ESPN'S FOOTBALL SCORECARD

ESPN's NFL ratings finished 5% lower than last year's ratings. The cause, however, could be everything from more football games on television to the strength of ESPN's schedule to warm winter weather.

96 / FAMILY RESEMBLANCE

The latest survey of the television station business confirms in detail what some industry observers have suspected: that affiliates and independents are beginning to look more alike. Among areas of growing commonality are network compensation, program spending and cash flow margins.

BVT's 'Darkwing Duck' added to Disney block (page 45).



97 / AFFILIATION SWITCHES AFFECT NETWORK NEWS

BROADCASTING's study of network affiliation switches indicate that the station/network initiating change will see improvement in network news ratings. However, both early and late local news do not show the same sort of ratings improvement.

100 / THE ENFORCERS

"From the start," according to one industry lawyer, the Sikes FCC "made no secret that they were going to enforce the rules on the books." And the commission appears to be getting tougher about doing so, as it continues its national audits and inspections.

102 / LICENSE REVOCATION

At the FCC hearing this Thursday (Jan. 10) the commission is expected to designate WFXL(TV) Albany, Ga., for a hearing. It may be the first step in a license revocation proceeding against Timothy Brumlik, a Georgia broadcaster currently serving time in a federal prison for money laundering. An area of contention is whether the expanded character-qualification policy may preclude the licensee from the benefit of an FCC distress sale policy.

103 / FAA FEARS

Broadcasters and other RF communication industries are worried that proposed rule changes by the Federal Aviation Administration to eliminate electromagnetic interference to air navigation systems will make it nearly impossible to obtain approval for new tower sites and require FAA notification for virtually all changes in transmission facilities. Private industry and the FCC are calling for closer cooperation between the commission and the FAA to set technical standards.

106 / SKYPIX SUBSIDY

To gain a swift foothold for its proposed midpower Ku-band DBS pay-per-view service beginning next summer, SkyPix plans to devote $32 million to subsidizing the sale of half a million home receiver-decoders, spend more than $85 million on advertising and marketing and suffer nearly $80 million negative earnings in the first year of operation to reach breakeven, according to a prospectus provided to potential investors. A hitch remains: Will prospective partners provide the $200 million SkyPix says it needs to operate through 1992?

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AFTER THE FALL: THE FUTURE OF MEDIA STOCKS

Industry shares have been down for so long, some think their next move will be up and wonder whether 1991 will look like 1975

For Fifth Estate stocks 1990 was a year to forget. All sectors including entertainment, cable, broadcasting, ad agencies and equipment were off by double-digit percentages. The weekly stock price declines dented the industry's self-confidence and mattered in even more tangible ways: stock mergers were put on hold, raising equity capital was given up as a possibility and management compensation plans were affected.

The decline in media stocks preceded 1990, beginning back in the second half of 1989, but continued last year, worsened by the market's overall decline. Excluding those leveraged stocks that were particularly hard hit, group owner/publishing stocks were down on average about 20% over the past 12 months. Some smaller companies could take comfort in the fact that small-capitalization stocks generally, as measured by the Russell 2000 or Nasdaq composite indices, declined to a similar degree for the year. But larger issues were clearly underperforming their cohorts, as measured by the New York Stock Exchange composite or the S&P 500 indices, which declined only about 7%.

Considering the sell-off of group owner/publishing stocks was often attributed to concerns about advertising, it is at least a little surprising that agency stocks, excluding highly leveraged issues, were down on average only about 6%. At least some of the explanation may lie in the fact that their more global operations spanned some growing countries and provided currency translation gains.

Cable stocks were off considerably for reasons that have been well documented (BROADCASTING, June 11, 1990). What is surprising is that despite revenue gains in cable programing, the pure play stocks in that group, including Turner Broadcasting System, were on

WHAT A DIFFERENCE A YEAR MAKES IN STOCK PRICES

	12/27/89 close	12/31/90 close	% chg		12/27/89 close	12/31/90 close	% chg		12/27/89 close	12/31/90 close	% chg
Ackerly	8.5	2.75	-67.6	Grey	167	136	-18.6	Playboy ‡	15.625	4	-74.4
Acton	14	5.125	-63.4	Harris	32.875	19.875	-39.5	Price	5.375	0.1875	-96.5
Adelphia	27.5	6.75	-75	Heritage	3	3.375	12.5	Pulitzer	29.25	18.25	-37.6
All American TV	2.375	2.625	10.5	Home Shop. Net.	7.375	4	-45.8	QVC	16.125	4.25	-73.6
ATC	44.75	36.25	-19.0	IDB	7.625	6.25	-18.0	Saatchi & Saatchi	12.375	2	-83.8
A.H. Belo	37	32	-13.5	Interpublic Group	33	35	6.1	Scientific-Atlanta	22.5	12.5	-44.4
Burnip & Sims	16.25	8.875	-45.4	Jacor	5.75	2.25	-60.9	Scripps Howard	67	44.5	-33.6
Capcities/ABC	538	459.125	-14.7	Jones	15.5	7	-54.8	Spelling	11.25	3.375	-70.0
CBS	183	172.625	-5.7	King World*	25.33	24.5	-3.2	TCA	17.25	15	-13.0
C-Cor	12.75	3.625	-71.6	Lee	30.75	24.75	-19.5	TCI	17.875	13.25	-25.9
Century	13	7.125	-45.2	Liberty	41.5	41.125	-0.9	Telemundo	5.75	5.25	-8.7
Chris-Craft	36.25	25.25	-30.3	LIN	120.5	61.5	-49.0	Times Mirror	35	26.75	-23.6
Chyron	2.375	0.28125	-88.2	MCA	61.25	69.25	13.1	Time Warner	123.25	85.75	-30.4
dick clark	6.25	3	-52.0	McGraw-Hill	56.375	52.625	-06.7	Tribune	45.375	35.25	-22.3
Clear Channel	12.75	10.5	-17.6	Media General	31.75	18.75	-40.9	Turner*	16.25	11.375	-30.0
Color Systems	1.5	2.5	66.7	Meredith	34.25	23.625	-31.0	TVX	3.75	9.375	150.0
Comcast	16.75	13.125	-21.6	Midwest Comm.	5.125	1	-80.5	United Artists	18.75	12.5	-33.3
Control Data	17.375	8.875	-48.9	Multimedia	93	68.5	-26.3	United Television	34.25	28.5	-16.8
C-Tec	25	14.5	-42.0	News Corp.	22.125	7.875	-64.4	Unitel Video	13.75	5.875	-57.3
Cablevision	37.125	15.5	-58.2	New York Times	26.25	20.625	-21.4	Viacom†	55.75	26.25	-52.9
Disney	109.25	101.5	-7.1	Nostalgia Net.	2	0.5625	-71.9	Video Jukebox	8.875	5.875	-33.8
Dun & Bradstreet	45.25	42.125	-6.9	Oak	1.125	0.75	-33.3	Wegener	2.5	0.375	-85.0
FNN	7	1.125	-83.9	Omnicom	25.375	23.125	-8.9	Westinghouse*	36.75	28.5	-22.4
Foote Cone Belding	25	20.25	-19.0	Orion	20.625	13.25	-35.8	Washington Post	275	198	-28.0
Fries	2.375	0.625	-73.7	Osborn	11.25	6.5	-42.2	Westwood One	9	1.75	-80.6
Gannett	41.5	36.125	-13.0	Outlet	24.25	8.5	-64.9	WPP Group	21.625	2.75	-87.3
GE	63.75	57.375	-10.0	Paramount	50	40.875	-18.3	Zenith	12.5	6.625	-47.0
Great American	9	1.75	-80.6	Park	20.75	16.5	-20.5	S&P 400	398.16	387	-2.8
								NASDAQ Comp.	454.82	373.84	-17.8

**December 1989 close adjusted to represent a stock split.*

†Viacom issued new class of non-voting stock and issued a dividend of one share of new stock for each outstanding shares of Viacom Inc.

‡ Playboy issued 3 non-voting shares for each voting share, the number of which had been cut in half by a 1-for-2 reverse split.

average off even more, posting a 60% drop.

Roughly 20 Fifth Estate stocks fell by more than 50%. At least half of those could be categorized as highly leveraged, including Great American Communications, Price Communications, News Corp., Jacor, Adelphia, Cablevision Systems and Saatchi & Saatchi. Several others, such as Outlet Communications, were deal stocks whose deals did not materialize.

The last time media stocks saw such widespread and deep declines was 17 years ago when, during a year-and-a-half period, they fell on average 70% to 90%. Similar to the current period, the decline also preceded and continued into a nonpresidential election year in which oil prices also shot up while auto production and GNP growth declined. Inflation then was worse—so far—and interest rates had doubled, to 10.8%.

But beginning in late 1974, media stocks recaptured essentially all their losses. Cable stocks were helped by some developments in Washington while the broadcasting industry earned itself an a-cyclical reputation. TV network profits, as reported by the FCC, were up 22% on revenue growth of 10%. Non-O&O TV stations had 11% profit growth on 9% revenue gains. The next year, 1975, revenue growth for all television sectors was in the upper-single digits. Olympic/election year 1976 was a bonanza for all segments, both in revenue and profits.

While the current business outlook is clearly changed from the mid-1970's, some securities analysts are hoping media earnings will improve along with the economy, even if not repeating 1974 and outperforming it. Peter Falco of Merrill Lynch said that sometime in 1991, stocks should "...focus on 1992 when hopefully the script will be that we will have an economic recovery buoyed by election and Olympic based incremental ad spending." Among positive signs cited by Falco are the fact that, for group owner/publishers, staffing at many of these companies is now lower than for 1990, on average.

Still uncertain is County NatWest's Lisa Donneson, who said she is not recommending any newspaper or broadcasting companies because of her continuing doubts about advertising revenue: "...the key question is: Have we hit bottom yet?" Instead, she has sell recommendations on several companies including The New York Times Co. and Times Mirror due to their "...exposure to the East Coast markets," where the economy is especially weak.

Donneson is optimistic about cable stocks, where her recommendations include American Television & Communications, Comcast and Tele-Communications Inc. Although regulatory and credit market uncertainty continue, she said the industry's operating "fundamentals are very strong," producing double-digit percentage growth in cash flow.

The ups and downs of agency stocks will be determined in part by the general advertising environment. No good news is expected domestically until the middle of 1991. For the first quarter, Goldman Sach's Greg Ostroff is looking for 1% to 2% growth in national advertising. For all of 1991, ad spending will grow by only 4.6%, according to Robert Coen, senior vice president, director of forecasting, McCann-Erickson.

> *"The box office is flat to down, the home video and record businesses are slowing, the syndication market is weak and difficult and not getting better. It is not an impressive outlook. [The market] is not collapsing. It's just not growing the way it does...there is nothing of great growth impetus."*
>
> **—Harold Vogel, Merrill Lynch**

Growth abroad may again help internationally oriented agencies. This year, Coen looks for overseas advertising growth of 7.5% to $156.4 billion, a sum that exceeds by $20 billion the expected total U.S. advertising expenditures.

Paine Webber analyst Alan Gottesman said the agency's basic business is holding up and should rebound by mid-year: "The heightened competitive pressure on advertisers' own product sales will, by then, outweigh their worry over short-term profitability. Thus, we think management's efforts to rescue the company from its encumbrances could prove to be very worthwhile over the long [perhaps two years] term."

Analysts disagree about which agencies make the better stock picks. Gottesman is recommending Saatchi & Saatchi and thinks the company can use a deteriorating advertising climate to its advantage, with its bankers. In a recent report, Gottesman speculated the company may choose to try to renegotiate with bondholders rather than sell off assets or look for new investors. Gottesman is neutral on other agency stocks including Foote Cone & Belding, Omnicom and Interpublic.

Meanwhile Greg Ostroff, analyst, Goldman Sachs, has put Omnicom back on his buy list. The agency, he said, has been slimming down and enhancing earnings power. He is staying away from both Saatchi & Saatchi and WPP Group.

The script some analysts are writing for Hollywood is pessimstic. Merrill Lynch analyst Harold Vogel, for one, said, "The box office is flat to down, the home video and record business is slowing, the syndication market is weak and difficult and not getting better. It is not an impressive outlook." Vogel said the current recession is "creeping to Europe" and that syndication sales there are not moving forward. "[The market] is not collapsing. It's just not growing the way it does...there is nothing of great growth impetus."

For 1991, Vogel estimates that Disney and Paramount will have flat earnings but for the long-term, he said he likes all the companies.

Alan Kassan, analyst, Morgan Stanley, has a hold rating on Disney and lowered his first quarter earnings estimate from $1.41 per share to $1.27. First-quarter earnings will also be adversely affected because of write-offs on Disney's new TV series, *Hull High* and the *Fanelli Boys*, Kassan said. For the year, he is looking for an earnings-per-share of $6.40. Because of a new financing arrangement with Japanese investors, costs of film productions should be reduced.

Time Warner will continue to be closely monitored by Wall Street. The media company is attempting to sell off some of its assets to help reduce debt. Ray Katz, analyst, Shearson Lehman Bros., said in a recent report there is a "good chance" of something happening [with asset sales] in 1991. Katz said: "Should an asset sale of a minority interest in operating assets occur at the $2 billion order of magnitude, upside could be as much as $110 per on the common and the low 40's on the preferred." For now, he rates the common stock as a high risk. **—[illegible]**

THE CABLE NETWORK PROGRAMING UNIVERSE

BASIC SERVICES

Network Subscribers Ownership	**ESPN** 57,200,000 Capcities/ABC (80%), Hearst Corp. (20%)	**CNN** 56,702,000 Turner Broadcasting (Ted Turner 60.7%, TCI 9.85%, Time Warner 8.25%)	**WTBS** 55,515,000 Turner Broadcasting (Ted Turner 60.7%, TCI 9.85%, Time Warner 8.25%)	**USA Network** 54,100,000 Paramount 50% MCA 50%	**Discovery Channel** 53,200,000 TCI (35%), Cox Cable (24.5%), Newhouse (24.5%), United Cable (14%), management (1%)
Nickelodeon 53,200,000 Viacom	**Nick at Nite** 53,200,000 Viacom	**MTV** 52,900,000 Viacom	**C-SPAN** 52,100,000 Cable operated supported	**Nashville Network** 51,911,000 Gaylord Broadcasting	**Family Channel** 51,695,000 International Family Entertainment Inc. (Pat, Tim Robertson, employes 82%, TCI 18%)
Lifetime 51,284,000 Capcities/ABC (33%), Viacom (33%), Hearst (33%)	**TNT** 51,152,000 Turner Broadcasting (Ted Turner 60.7%, TCI 9.85%, Time Warner 8.25%)	**A&E** 49,600,000 Capcities ABC (38.1%), Hearst (38.1%), NBC (23.8%)	**Weather Channel** 47 176,000 Landmark Communications	**Headline News** 44,708,000 Turner Broadcasting (Ted Turner 60.7%, TCI 9.85%, Time Warner 8.25%)	**VH-1** 38,700,000 Viacom
QVC Network 37,000,000 Comcast (27.7%), TCI (26.3%), Time Warner (11%)	**FNN** 35,400,000 Infotech (46%)	**WGN-TV** 32,600,000 Tribune Broadcasting	**BET** 29,400,000 Bob Johnson (52%), TCI (32%), HBO (16%)	**AMC** 29,000,000 Rainbow Programing Holdings 50% (i.e. Cablevision Systems, 25%; NBC 25%) and TCI 50%	**C-SPAN II** 22,500,000 Cable operator supported
FNN Sports 21,000,000 Infotech (45%)	**Prevue Guide** 19,435,000 United Video (70%), Scripps-Howard (30%)	**Learning Channel** 18,000,000 Infotech (51%), Appalachian Community Service Network (29%)	**CNBC** 17,800,000 NBC (50%), Cablevision Systems (50%)	**HSN I** 17,750,000 Home Shopping Networks	**E!** 17,500,000 HBO, Warner Cable, Warner Comm., ATC, Cox Cable, United Cable, Continental, NewChannels, Comcast (10% each), management, employes (10%)
Eternal Word 17,000,000 Eternal Word Television	**Travel Channel** 16,200,000 TWA Airlines (97%), cable operators (3%)	**NuStar** 15,600,000 Lenfest Group	**WWOR-TV** 13,500,000 MCA	**JC Penney TV** 13,500,000 JC Penney	**Trinity** 13,200,000 Trinity Broadcasting Network

Nostalgia TV
12,300,000
Michael Marcovsky (23.5%), Jon [illegible] Park (23.5%)

Country Music Television
11,500,000
Jim Guercio (50%), Robert Sillerman (50%)

Univision
11,062,692
Hallmark Cards Inc.

Prime Time Tonight
10,000,000
TCI (35%), Landmark (35%), Cox (12.5%), Newhouse (12.5%), Cable Video Entertainment (5%)

Mind Extension University
10,000,000
Jones International

WPIX
9,600,000
Tribune Broadcasting

Acts
9,400,000
Southern Baptist Radio & TV Commission

HA!
8,000,000
Viacom

VISN
7,700,000
National Interfaith Cable Coalition

Inspirational Network
7,600,000
Morris Cerullo World of Evangelism

Comedy Channel
7,600,000
Time Warner

HSN II
5,250,000
Home Shopping Networks

PAY SERVICES

HBO
17,300,000
Time Warner

Showtime
7,400,000
Viacom

Cinemax
6,400,000
Time Warner

Disney Channel
5,665,000
Walt Disney Co.

Bravo
5,000,000
Rainbow Programing Holdings (NBC 50%, Cablevision Systems 50%)

Movie Channel
2,800,000
Viacom

Playboy
390,000
Playboy Enterprises

INTERACTIVE

Video Jukebox Network
11,000,000
VJN Partners 51.3% (includes CEA, Newhouse)
TCI 9.8%

PAY-PER-VIEW SERVICES

Viewer's Choice I&II
(I) 8,000,000
(II) 2,433,000
ATC, Cox, TeleCable, Continental, Viacom, Newhouse, Disney, Comcast, Times Mirror, Warner Bros. (10% each)

Request I&II
(I) 7,500,000
(II) 3,500,000
Reiss Media Enterprises (50%), Group W (50%)

Playboy at Night
4,000,000
Playboy Enterprises

Spice
3,000,000
Graff PPV

Drive-In Cinema
1,200,000
Graff PPV

Cable Video Store
1,000,000
Graff PPV

Notes: FNN and Learning Channel are in midst of being sold, with Hearst Corp. having the early inside track for TLC.
United Video superstations figures for WGN-TV and WPIX(TV) include local DMA cable households, plus TVRO and SMATV.
Nickelodeon and Nick at Nite numbers are the same, based on the single Nielsen rating report to which parent MTV Networks subscribes.
Pending owner is Opryland (majority partner) and Group W (minority partner).
Merger of comedy channels will result in approximately 15,900,000 subscribers for new Comedy Television network.

BUSINESS

GROWING SIMILARITY BETWEEN AFFILIATES AND INDIES

Latest survey of the television station business shows affiliates doing slightly worse on average, independents better

A recently released financial survey of television stations confirms in detail what some industry observers have suspected: that affiliates and independents are beginning to look more alike. Among areas of growing commonality are network compensation, program spending and cash flow margins.

It is likely that financial results for 1990, once they are released, will show further movement toward affiliate-independent similarity. Mark Fratrik, vice president, economist, for the National Association of Broadcasters, said questionnaires may be mailed out as early as this week. The annual survey is sponsored by the NAB, along with the Broadcast Cable Financial Management Association (BCFM). The 1989 results reflect responses by 738 stations out of 1,074 contacted.

Compared to two years earlier, also an off election year, the 1989 results mark a jump in compensation by Fox Broadcasting to its independent stations. At 2.5% of net revenue, compensation for those independents is still only half as important to those independents as it is for affiliates. But two years ago compensation for independents was virtually nonexistent.

Another area where the television stations are becoming more alike is in programing expenditures. As some networks have slightly reduced the hours they are programing and as some affiliates have preempted more programing, the amount of money spent on non-network programing has increased. This was especially true of spending on broadcast rights from syndicators and other independent suppliers, which as a portion of net revenue increased almost 20% to 14.1%. That is still far below the 42.7% of net revenue that independents pay for broadcast rights, down from 44.4% in 1987 when news and other programing costs are added in, the gap between affiliates and independents narrows to just over 20% of net revenue. For comparison, news and programing costs were combined into the same line item because the NAB noted that "a few television stations included their news department costs with their programing and production costs and their advertising and promotion costs with their sales department costs."

Also narrowing but still wide is the gap between the cash flow margins reported by affiliates and independents. Margins of the latter jumped 28%, but at 13.6%, they are still only about one-third the margins reported by affiliates. The average margin of independents is boosted by those stations in the top-10 markets where the average is 20%. Only 25% of all independents had margins better than 11%. By contrast, cash flow margins reported by affiliates were more evenly spread. Affiliate margins of 50% or better extended, on average, through the top-30 markets and more than half of all affiliates had margins of better than 30%.

Trends that both affiliates and independent stations shared included increased interest expense—noticeably so for affiliates—and slight decreases, as a percentage of net revenue, in spending on sales, advertising and promotion. -GF

AFFILIATES AND INDEPENDENTS LOOKING MORE ALIKE

(As percentage of net revenue*)

	Affiliates		*Independents*	
	1987	*1989*	*1987*	*1989*
Network compensation	5.8%	5.3%	0.2%	2.5%
Total news-programing	32.4%	34.7%	57.3%	56.2%
Broadcast rights	11.8%	14.1%	44.4%	42.7%
Sales-adv-promo	10.5%	10.3%	13.6%	12.4%
Interest expense	4.1%	7.6%	4.7%	4.9%
Depreciation-amortization	8.5%	8.7%	7.7%	7.2%
Cash flow**	39.0%	38.1%	10.6%	13.6%

**From 1989 and 1990 NAB-BCFM Television Financial Report.*
***Cash flow is pre-tax profit plus depreciation, amortization and interest expense.*

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WLOL-FM Minneapolis, Minn. Sold by Emmis Broadcasting to Minnesota Public Radio for $12 million. Price includes a $7 million, 10 year promissory note; $3 million to be paid through fund raising and $2 million through the proposed sale of KNOW(AM). **Seller,** headed by Doyle Rose, is completing the sale of KXXX-FM San Francico to Bedford Broadcasting and also owns radio stations in New York, Chicago, Los Angeles, Washington, St. Louis and Indianapolis. **Buyer** is headed by William H. Kling and is licensee of 16 FM's and 1 AM noncommercial radio station. WLOL has a CHR format on 99.5 mhz with 100 kw and antenna 880 feet above average terrain.

KYAK(AM)-KGOT(FM) Anchorage, KIAK-AM-FM Fairbanks, all Alaska, and KTRW(AM)-KZZU(FM) Spokane, Wash. Sold by Olympia Broadcasting to Harbor Broadcasting Corp. for $3.1 million-$3.5 million, subject to adjustments and escrow agreements. The sale is the latest at Olympia since it filed for bankruptcy last June ("In Brief" June 18, 1990). Of Olympia's two remaining stations, KXXR(FM) Kansas City, Mo., is on the block and KRZR(FM) Fresno, Calif., granted by the FCC for $1.62 million ("For the Record" Oct. 1, 1990), is expected to close soon. Olympia Broadcasting is headed by James Ireland. Arcus Communications Inc., headed by Gary Capps, will operate the stations on behalf of Harbor Broadcasting, a new company formed through Arcus and Pacific Harbor Capital Inc. The company has no other broadcast interests. KYAK is a fulltimer with a modern country format on 650 khz with 50 kw. KGOT has a contemporary hit format on 101.3 mhz with 100 kw and antenna 66 feet below average terrain. KIAK(AM) is a fulltimer with a modern country format on 970 khz with 5 kw. KIAK(FM) has top 40 format on 102.5 mhz with 25 kw and antenna 89.5 feet below average terrain. KTRW has country format on 970 khz with 5 kw day and 1 kw night. KZZU has a CHR format on 92.9 mhz with 81 kw and antenna 2,080 feet above average terrain. Broker: Elliot Evers of Media Venture Partners.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$0** □ **0**
FM's □ **$12,185,000** □ **4**
AM-FM's □ **$3,300,000** □ **3**
TV's □ **$0** □ **0**
Total □ **$15,485,000** □ **7**

Year to Date:
AM's □ **$107,427,754** □ **377**
FM's □ **$504,792,921** □ **244**
AM-FM's □ **$365,862,727** □ **218**
TV's □ **$829,676,900** □ **91**
Total □ **$1,807,760,302** □ **930**

For 1989 total see Feb. 5, 1990 BROADCASTING.

AFFILIATION SWITCHES IMPACT NETWORK NEWS

Recent trend shows station/network initiating changes will see marked improvement in network news ratings; other stations in market ride coattails

Over the past three years, there have been a number of affiliation switches. Presumably, stations doing so see benefits from allying with the stronger network, but an analysis by BROADCASTING of news ratings data show that most of the benefit accrues to the network and some late local news. Local early news ratings seem to see little change.

The changes in network news and lack of change in local does not come as any great surprise to general managers. "Since the change, one thing is pretty clear to me: The affiliate changes have affected network news," said Jeff Ulrich, operations manager, WROC-TV Rochester. Ulrich said he did not expect to see substantial changes in local and syndicated programing. As for keeping the audience up-to-date, Ulrich said the station promoted heavily for the November 1989 book.

continues on page 99

SOLD!

WJLQ-FM/WCOA-FM, Pensacola, Florida has been sold by Norman S. Drubner to BREM Broadcasting, Edmond J. Muniz, Principal for $2,230,000.

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STOCK INDEX (CONT.)

EQUIPMENT & MANUFACTURING

		Closing Wed Jan 2	Closing Wed Dec 26	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	85 3/4	86 1/4	1/2	00.58	14	19.144
N	(ARV) Arvin Industries	17 1/8	16 3/8	3/4	02.23	15	307
O	(CCBL) C-Cor Electronics	3 5/8	3 5/8		00.00	3	15
O	(CTEX) C-Tec Corp.	14 1/2	15 5/8	– 1 1/8	– 07.20	-30	257
N	(CHY) Chyron	9/32	5/16	– 1/32	– 10.00		3
A	(COH) Cohu	10 1/2	10 1/4	1/4	02.43	7	20
N	(EK) Eastman Kodak	41 5/8	41 7/8	– 1/4	– 00.60	43	13,585
N	(HRS) Harris Corp.	19 7/8	19 7/8		00.00	6	797
N	(IV) Mark IV Indus.	8 3/4	8 7/8	– 1/8	– 01.41	2	120
O	(MATT) Matthews Equip.	1 1/	1 5/16	3/16	16.66	65	7
O	(MCDY) Microdyne	3 1/8	2 3/4	3/8	13.63	39	11
O	(MCOM) Midwest Comm.	1	1 1/16	– 1/16	– 05.89	3	3
N	(MOT) Motorola	52 3/8	53 1/4	– 7/8	– 01.65	13	7,003
A	(PPI) Pico Products	5/16	5/16		00.00		1
N	(SFA) Sci-Atlanta	12 1/2	13	– 1/2	– 03.85	7	291
N	(SNE) Sony Corp.	43	44 1/4	– 1 1/4	– 02.83	23	14.687
N	(TEK) Tektronix	18 1/2	18 3/4	– 1/4	– 01.34	-6	534
N	(VAR) Varian Assoc.	30 1/2	31 1/4	– 3/4	– 02.40	-148	598
O	(WGNR) Wegener	3/8	3/8		00.00	-2	2
N	(ZE) Zenith	6 5/8	7	– 3/8	– 05.36	-2	187

SERVICE

		Closing Wed Jan 2	Closing Wed Dec 26	Net Change	Percent Change	P/F Ratio	Market Capitalization (000,000)
O	(AFTI) Am. Film Tech.	3 1/2	3 1/2		00.00	11	34
O	(BSIM) Burnup & Sims	8 7/8	9 3/8	– 1/2–05.34	104	118	
A	(CLR) Color Systems	2 1/2	2 3/8	1/8	05.26	-2	22
N	(CQ) Comsat	24	22 3/8	1 5/8	07.26	7	418
N	(CDA) Control Data	8 7/8	8 3/4	1/8	01.42	-2	372
N	(DNB) Dun & Bradstreet	42 1/8	42 1/8		00.00	15	7,686
N	(FCB) Foote Cone & B.	20 1/4	18 3/4	1 1/2	01.08	9	202
O	(GREY) Grey Advertising	130	130		00.00	11	146
O	(IDBX) IDB Commun.	6 1/4	6 3/4	– 1/2	– 07.41	75	42
N	(IPG) Interpublic Group	35	35 1/4	– 1/4	00.71	15	1.205
N	(OMC) Omnicom	23 1/8	22	1 1/8	05.11	10	577
O	(RTRSY) Reuters	40 1/2	37 3/4	2 3/4	07.28	17	16.273
N	(SAA) Saatchi & Saatchi	2	1 3/4	1/4	14.28	-1	277
O	(TLMT) Telemation	1/2	3/8	1/8	33.33		1
O	(TMCI) TM Commun.	1/4	1/4		00.00	-1	5
A	(UNV) Unitel Video	5 7/8	5 3/4	1/8	02.17	-9	8
O	(WPPGY) WPP Group	2 3/4	2 1/4	1/2	22.22		92

Standard & Poor's 400	383.02	387.09	-4.07	-1.1%

Continued from page 97

For example, in Rochester, N.Y., NBC dropped WROC-TV and picked up WHEC(TV) in August 1989. In the next ratings period in November, NBC saw its ratings for *NBC Nightly News* make a marked improvement (see chart, page 108) from a 5/11 on WROC-TV in May 1989 to a 13/25 on WHEC in November 1989. (All ratings and demographics cited are from Nielsen Media Research.) Its share of women 25-54 also went from an eight to a 25. CBS, on the other hand, saw ratings for its evening news go from a 15/30 on WHEC in May 1989, to a 7/13 on WROC-TV in November 1989. Also, its share of women 25-54 fell from a 29 to a 13 for the same ratings period.

WHEC's local news at 11 p.m. did not benefit immediately from the change and fell from a 14/36 in May 1989 to a 13/32 in November.

NBC also benefitted in Knoxville, Tenn., where after a September 1988 switch, NBC saw its *Nightly News* make a huge gain in the local ratings from the May 1988 book to the November 1988 book. And again, it was *CBS Evening News* that took a loss during the 1988 affiliate change in Knoxville. That trend has continued: for the November 1990 book, *CBS Evening News* earned a 6/10 while NBC scored a 23/39. During the initial five months, ratings for ABC's *World News Tonight* remained steady in the 17/32 range.

Late night local news for WBIR rose slightly from a 14/40 for May 1990 to a 14/42 in November 1990.

CBS Evening News was the beneficiary of a Jan. 1, 1989, affiliation switch from UHF WTVX(TV) West Palm Beach, Fla., to former ABC affiliate VHF WPEC(TV) there. The show was doing a 5/9 in November 1988 on WTVX. In February 1989, on WPEC, the show jumped to an 8/15. The WPEC local news ratings remained almost flat for that month at 6/14 for 5:30 p.m. news and 7/13 for 6 p.m. news. Local news on WTVX also kept most of its audience for the same time periods with a 4/9 and 4/8, respectively. Late news for WPEC rose sharply from a 3/9 in November to a 7/17 in the February book.

The change in affiliation also brings new audiences to the stations but it can be a slow process. According to Neil Kuvin, president and general manager of ABC affiliate WHAS(TV) Louisville, Ky., the station saw a loss of older viewers as one of the results of its Au-

continues on page 108

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AFFILIATE SWITCHES EFFECTS ON NETWORK NEWS

News	*Old Station*	*Rating/ Share*	*New Station*	*Rating/ Share*
Louisville, Ky.				
CBS Evening News	**WHAS**	**18/38**	**WLKY**	**9/17**
NBC Nightly News	**WAVE**	**10/22**	**WAVE**	**14/26**
Rochester, N.Y.				
NBC Nightly News	**WROC-TV**	**5/11**	**WHEC**	**13/25**
CBS Evening News	**WHEC**	**15/30**	**WROC-TV**	**7/13**
ABC World News Tonight	**WOKR**	**17/35**	**WOKR**	**20/37**
Knoxville, Tenn.				
NBC Nightly News	**WTVK**	**4/17**	**WBIR**	**23/40**
CBS Evening News	**WBIR**	**22/41**	**WTVK**	**5/8**
ABC World News Tonight	**WATE**	**14/26**	**WATE**	**17/30**

Notes: All information is from ratings book prior to switch and just after switch. Louisville information is from 1990; Rochester from 1989 and Knoxville from 1988. Source: Nielsen Media Research.

gust 1990 affiliation change from CBS to ABC and some of the station's demographics have fallen. Said Kuvin: "What we saw in November was that overall ratings are not as strong as they used to be...The areas we expected to get hit in we got hit—morning game shows and the lead soap operas. We knew we would be be giving up mornings and early afternoons." The station has also suffered on weekends with the loss of NFL football. "But," Kuvin added, "we can start building from a base that is far more advantageous to us." According to Kuvin, WHAS was the only station to show any gain in prime time numbers.

Numbers for WHAS's 11 p.m. news also did not benefit from the switch, going from a 16/34 in May to an 11/30 in November.

Ratings for local early news does not appear to fluctuate as dramatically as those for network news. In May 1990, then CBS affiliate WHAS(TV) had a 20 rating and 42 share for its 6 p.m. local news. Now, as an ABC affiliate, the numbers fell somewhat to a 19/33 for November. As an ABC affiliate, WLKY(TV) Louisville had an 8/17 for its 6 p.m. news. Now, as a CBS affiliate, the station earned an 8/14 in the November book. However, affiliation switches may have nothing to do with changes in the ratings. Since May 1990, two additional 5 p.m. newscasts have been added to the marketplace and may have taken audience away from the other stations' 6 p.m. newscasts. That may also be why WAVE(TV) saw its 6 p.m. local news go from an 11/22 in May to a 17/30 in November.

The affiliation change for WHEC(TV) Rochester also failed to hamper the station's local news efforts. The station scored an 18/36 for its 6 p.m. local news in May 1989 as a CBS affiliate. In November, as an NBC affiliate, the station was almost flat at 18/33. WROC, which changed from an NBC affiliate to a CBS affiliate, saw its 6 p.m. local news ratings improve slightly from a 4/8 in May 1989 to a 5/9 in November. Unchanged ABC affiliate WOKR(TV) saw its numbers also improve slightly from 18/37 to a 20/36. **-JF**

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pha Epsilon Rho. 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

April 12-14—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*. Bloomingdale, Ill. Information: Barbara Rich, (212) 661-9110.

April 13-15—*Broadcast Education Association* 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 15-18—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 18—*Broadcast Pioneers* breakfast, during NAB convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

■ **April 18-19**—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. Hyatt Embarcadero, San Francisco. Information: (212) 765-5700.

■ **April 19-21**—Southern regional conference of *National Association of College Broadcasters*. Georgia State University, Atlanta. Information: (401) 863-2225.

April 19-24—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Information: (708) 296-0200.

April 22-25—*National Computer Graphics Association* 12th annual conference and exposition. McCormick Place North, Chicago. Information: (703) 698-9600.

April 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 29-30—"Spectrum Allocation and Management," sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

MAY 1991

■ **May 5-11**—31st annual Golden Rose of Montreux festival for light entertainment television programs, sponsored by *Swiss Broadcasting Corp.* and *City of Montreux, Switzerland*. Information: John Nathan, (212) 223-0044.

May 6-9—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-Lincoln*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

May 12-14—*Pacific Telecommunications Council* mid-year seminar, "The Telecommunications and Travel Industry Interface and its Role in National and Regional Development." Bali Beach Resort, Indonesia. Information: (808) 941-3789.

May 13—George Foster Peabody luncheon, sponsored by *Broadcast Pioneers*. Plaza Hotel, New York. Information: (212) 586-2000.

May 13-15—Pay Per View '91 annual convention, sponsored by *Cable Television Administration and Marketing Society*. Marriott World Center, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

May 14—*International Radio and Television Society* Broadcaster of the Year luncheon. Recipients: Robert MacNeil and Jim Lehrer, MacNeil/Lehrer NewsHour. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (212) 682-2500.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans. Information: (202) 822-2090.

May 16-19—*American Women in Radio and Television* 40th annual convention. Omni, Atlanta. Information: (202) 429-5102.

tions of Pennsylvania Ltd., licensee of WYCL(FM) Boyertown, PA, and is president, director and 10%, shareholder of Legend Communications Corporation of Ohio, which is sole general partner of Legend Communications of Ohio Ltd., licensee of WSOM(AM)-WQXK-FM Salem, OH. Action Dec. 14.

■ **KOLT(FM) Santa Fe, NM** (BALH901026GE; 105.9 mhz; 100 kw-H; ant. 590 ft.)—Granted app. of assignment of license from Mesa Grande Broadcasting Co. Inc. to Clairmor Broadcasting Inc. for $1 million ("Changing Hands" Nov. 5). Seller is headed by James M. Ellis, Melvin P. Hemmer and Jack Kelly, and also owns KQMQ-AM-FM Honolulu. Buyer is headed by Bonnie B. Gordon, Sharon B. Seinfeld and Morton Braiker, and has no other broadcast interests. Action Dec. 14.

■ **WXRA(AM)-WEZG-FM North Syracuse, NY** (AM: BAL901004HH; 1220 khz; 1 kw-D; FM: BALH901004HI; 100.9 mhz; 3 kw; ant. 165 ft.)—Granted app. of assignment of license from Lorenz Broadcasting Corp. to Syracuse Broadcasting Corp. for $1 million. Seller is headed by Frank W. Lorenze, Marty Mercurio and David Horan. Lorenz and Horan also have interests in WGLK Broadcasting Corp., licensee of WBLK(FM) Depew, NY. Buyer is headed by Laurence A. Levite (50%), Randall Benderson, Ralph L. Halpern, Thomas Van Nortwick and Nathan Benderson. Levite is also president, director and 100% shareholder of Algonquin Broadcasting Corp., licensee of WBEN(AM) and WMJQ(FM) Buffalo, NY. Halpern has interests in Algonquin, and Van Nortwick in genral manager of WBEN and WMJQ. Action Dec. 10.

■ **WSMY(AM) Weldon and WSMY(FM) Roanoke Rapids, both North Carolina** (AM: BAL901005HX; 1400 khz; 1 kw; FM: BALH901005HY; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Faver Broadcasting Group Ltd. to Moran Communications; buyer is reacquiring former interest in station following bankruptcy. Seller, headed by Ronald J. Verlander Sr. and Ronald J. Verlander Jr., also have interests in WZLI(FM)-WLET(AM) Toccoa, GA, and KBSI(TV) Cape Girardeu, MO. Buyer is headed by Timothy Moran and Amy Moran, husband and wife. Timothy Moran is 75% stockholder of South Boston Radio Inc., licensee of WHLF(AM) South Boston, VA. Action Nov. 27.

■ **WBVE(FM) Hamilton, OH** (BALH901022HS; 96.5 mhz; 19.5 kw; ant 810 ft.)—Dismissed app. for assignment of license from Reams Broadcasting Corp to LC Communications Group Inc. for $3.2 million. Seller is headed by Frazer Reams, who also owns WCWA(AM)-WIOT(FM) Toledo, OH. Buyer is headed by Gary D. Martin (51%) Lewis C. Gibbs (16.33%), Michael Kromirs (16.33%) and Vince C. Fruge (16.33%) Kromirs is 21-2/3% voting shareholder of American Eagle Communications of Virginia Inc., licensee of WTZR(FM) Moyock, NC. Action Dec. 18.

■ **KTAT(AM)-KYBE(FM) Frederick, OK** (AM: BAL901105EB; 1570 khz; 250 w-D; FM: BALH901105EC; 95.9 mhz; 3 kw; ant. 207 ft.)—Granted app. of assignment of license from Breckenridge Broadcasting Co. to Tomar Broadcasting Co. Inc. for $60,000. Seller is headed by Owen Woodward and Doug Williams, and has interests in KILE(AM) Galveston, KSTB(AM)-KROO(FM) Breckenridge, both Texas, and KNOR(AM) Norman, OK. Buyer is headed by Anthony M. Massad (51%) and Mary J. Massad (49%), and has no other broadcast interests. Action Dec. 18.

■ **KIID-TV Huron, SD** (BAPCT900612KG; ch. 12; 316 kw-V; 31.6 kw-A; ant. 530 ft.)—Granted app. of assignment of CP from Pacer TV of Huron Inc. to Independent Communications Inc. for $40,000. Seller is headed by Lyle R. Evans, who is sole proprietor of Brillion Radio Co., permittee of WLWR-FM Brillion, WI; 50% owner of Pacer TV of Huron Inc., permittee of KIID(TV) Huron, SD (see above), and owns 40% of Hometown Television Inc., permittee of WHTA(TV) Calumet, MI. Buyer is headed by Jerry Noonan, E.C. Stangland, Thomas J. Whalen, Charles D. Poppen, Richard T. Devaney and Cal Neumeister, and is licensee of KTTW(TV) Sioux Falls, SD. Stangland is 100% stockholder of Sheldon Broadcasting Co., licensee of KIWA-AM-FM Sheldon, IA. Action Dec. 18.

■ **KKWM(FM) Dallas, TX** (BALH901024HE; 97.9 mhz; 99 kw-H; ant. 512 ft.)—Granted app. of assignment of license from Anchor Media Ltd. to WSB Inc. for $15.1 million. Seller is headed by Alan Henry, and has interests in WSYX(TV) Columbus, OH; and KORK(AM)-KYRK(FM) Las Vegas. Buyer is headed by Nicholas D. Trigony, Michael J. Faherty, Robert F. Neil, James A. Hatcher and John Rouse Jr. Faherty has interests in Cox Enterprises, licensee of WSB-AM-FM-TV Atlanta; WHIO-AM-TV and WHKO(FM) Dayton, OH; WSOC-AM-FM Charlotte, NC; WPXI(TV) Pittsburgh; KTVU(TV) Oakland, CA; WKBD(TV) Detroit; KFI(AM)-KOST(FM) Los Angeles; WCKG(FM) Chicago, and WFTV(TV) Orlando, WIOD(AM)-WFLC(FM) Miami and WSUN(AM)-WWRM(FM) Tampa-St. Petersburg, all Florida. Action Dec. 11.

■ **KURV(AM) Edinburg, TX** (BTC901009EA; 710 khz; 1 kw-U)—Granted app. of transfer of control from Voice of Valley Agriculture to C. Davis Rankin Jr. and Lance Hawkins for $200,000. Seller is headed by C. Davis Rankin Jr., Albert White, John Brady, Lance Hawkins and Charles D. Rankin, and has no other broadcast interests. Buyer is headed by Rankin (39.9%), Hawkins (36.58%), Brady (13.86%) and White (9.66%). Action Dec. 11.

■ **KYKM(FM) Winfield, TX** (BAPLH901022GF; 97.7 mhz; 3 kw; ant. 217 ft.)—Granted app. of assignment of license from CMS Media Group Inc. to Parker-Hill Communications Inc. for $150,000. Seller is headed by Gene G. Holmes, Donald E. Rohde and J. Leon Smith, and have no other broadcast interests. Buyer is headed by Donna Rhea Hill, Bobby Gregg Hill and Gene G. Holmes. Holmes also has interests in the seller. Action Dec. 14.

■ **WPLY(AM) Plymouth, WI** (BAL901102EA; 1420 khz; 500 w-D)—Granted app. of assignment of license from WPLY Inc., to Jubilation Ministries Inc. for $185,000. Seller is headed by Tim Achteroff, Frances Sova, Harvey Nedeau, Lillian Boonstra and Dalton Hille, and has interests in Grater Muskegon Broadcsasters Inc., licensee of WMUS-AM-FM Muskegon, MI, and Petosky Broadcasting Co., licensee of WJML-AM-FM Petosky, MI. Buyer is headed by William G. Kraemer (33 1/3%), William B. Horsch (33 1/3%) and Henry Warner (33 1/3%), and has no other broadcast interests. Action Dec. 17.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

industry needs right now,'' Younts said. Chapman President William N. Cate said he and company Chairman Ray Stanfield expect to remain active in station brokerage business.

Matsushita Electric Industrial Co. completed its cash tender offer for all outstanding shares of common stock of MCA Inc. at $66 per share. Matsushita said that according to Citibank, N.A., depositary for offer, approximately 77.7 million shares (including approximately 8.8 million shares tendered by notices of guaranteed delivery) have been tendered pursuant to offer. Such shares represent approximately 97% of all outstanding MCA shares. Matsushita said that within next two weeks, it expects to close merger of Matsushita Acquisition Corp. into MCA. Pursuant to merger, MCA will become wholly owned subsidiary of Matsushita Electric Industrial Co., and all remaining MCA stockholders will be entitled to receive $66 in cash for each of their shares.

FCC Review Board awarded construction permit for new TV on ch. 20 in New Orleans to Swan Broadcasting, reversing administrative law judge's original grant of CP to competing applicant Delta Broadcasting. Board found both Swan and Delta entitled to 100% integration credit, while two other competing applicants, Crescent City Broadcasting and Tucker Broadcasting, were not. Board decided that gender of principal outweighed broadcast experience, both factors considered in comparative process. Swan principal Marian M. Vaccari (70% equity partner), female with no broadcast experience, was awarded preference over Delta principal John G. Curren (sole general partner), who has 22 years of broadcasting experience.

PBS has named Sandra H. Welch as executive VP for education, where she will be responsible for all educational activities.

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RATINGS ROUNDUP

Week 15

Dec. 24–Dec. 30

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	23.3/40	C	60 Minutes
2	▼	16.6/27	N	Cheers
3	▲	16.4/29	A	Full House
4	▲	15.8/25	N	The Cosby Show
5	▲	15.7/27	A	Family Matters
5	▲	15.7/25	C	Murder, She Wrote
7	▼	15.2/24	N	A Different World
7	▲	15.2/26	N	Unsolved Mysteries
9	▲	14.4/23	A	Amer. Funniest Videos
9	▲	14.4/26	N	Golden Girls
11		13.5/24	N	Empty Nest
12	▲	13.4/23	C	Jake And The Fatman
13		13.2/23	A	Perfect Strangers
14	▲	13.0/26	N	Matlock
15	▲	12.8/21	N	Movie: Prime Target
16	▲	12.6/21	A	Movie:Innerspace
17	▲	12.3/21	A	Doogie Howser, M.D.
17	▲	12.3/21	A	Growing Pains
19		12.2/24	N	Hunter
20	▲	12.0/20	N	Grand
21	▲	11.9/21	A	Married People
21	▲	11.9/20	A	Wonder Years
23	■	11.6/22	N	Dear John
23		11.6/19	A	Ice Capades
25		11.4/19	C	Movie Spec.: Aliens
26		11.1/23	N	Law And Order
27	▼	11.0/18	C	Movie: Vestige Of Honor
27		11.0/19	A	Going Places
27	▲	11.0/20	N	L.A. Law
27	▼	11.0/20	A	20/20
31	▲	10.9/20	N	Carol & Company
32		10.8/19	N	Heat Of The Night Spec.
32	▼	10.8/21	A	Roseanne
34	▼	10.2/21	C	Rescue: 911
35	▲	10.1/19	N	Amen
35		10.1/18	N	Fanelli Boys
37	▲	10.0/17	N	Dear John
38	▲	9.9/18	A	Primetime Live
38	▼	9.9/16	F	The Simpsons
40	▲	9.9/16	F	In Living Color
40	▲	9.8/15	F	Married...With Children
40	▼	9.8/21	A	Who's The Boss?
40	▲	9.8/19	C	WIOU
44		9.6/18	A	Movie: Uncommon Valor
44	▼	9.6/19	A	Coach
46		9.4/16	C	48 Hours
47	▼	9.2/23	C	Designing Women
48	▼	9.1/18	C	Movie: The Wizard
48	▼	9.1/18	A	Head Of The Class
50	▼	9.0/23	C	Murphy Brown
51		8.9/15	C	True Detectives
51		8.9/16	A	Young Riders
53		8.2/15	C	Movie: Wildcats
54		7.9/21	N	Fresh Prince Of Bel Air
54	▲	7.9/12	F	Get A Life
56	▼	7.8/20	C	Major Dad
57		7.7/14	C	Kennedy Center Honors
57		7.7/13	N	Working It Out
59	▲	7.6/13	A	Life Goes On
60	▼	6.9/17	C	Trial Of Rosie O'Neill
61	▼	6.8/18	A	Macgyver
62		6.6/10	N	News Sp:Living/Edge
63	▼	6.5/16	N	Movie: Christmas Eve
64	▼	6.3/17	C	Evening Shade
64	▲	6.3/11	N	Quantum Leap
66	▼	6.1/13	A	thirtysomething
67	▲	6.0/10	F	Babes
68		5.9/10	F	Good Grief
68	▲	5.9/11	C	You Take The Kids
70		5.8/14	A	Movie Spec: Roots:Gift
71		5.7/10	A	Cops 2
72		5.6/11	A	Cop Rock
73		5.5/14	N	Retail Christams
73		5.5/10	F	Cops 2-Fri.
75	▲	5.4/10	F	Cops
75	▲	5.4/9	F	Parker Lewis
77	▼	5.2/9	F	Comic Strip Live
77	▲	5.2/10	C	Lenny
79	▲	4.9/9	F	Totally Hidden Video
79	▲	4.9/8	F	True Colors
81		4.7/8	F	Cops 1-Fri.
82	▲	4.5/7	F	Beverly Hills, 90210
83	▲	4.4/8	F	Haywire
84		4.0/7	N	Hull High Spec.
85		3.3/6	F	Against The Law

Broadcasting ⚡ Jan 14

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RADIO / 100

Fall 1990 Arbitron survey: urban strong in L.A., New York

NATPE 91 IN NEW ORLEANS / 62

Warner's Dick Robertson looks at a changing business; stations look for something different; record number of exhibitors look for openings in tight schedules

CABLE/ 106

Court channel merger: The beginning of a long alliance?

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Vol. 120 No. 2

NATPE According to Robertson / Page 62

Broadcasting Jan 14

THIS WEEK

51 / READY FOR THE WORST

The major television and radio networks are in the Middle East, collectively spending more than $4 million a week on Gulf coverage with 300-350 reporters and technicians on site. But broadcasters worry that strict Pentagon rules governing pool coverage of combat will impair the quality of that coverage, already facing the logistical obstacles of heat and sand and the dangers of war.

56 / BUNDY BUNDLE

Columbia Pictures Television has sold *Married...with Children* in prime access, giving first-run programers one more obstacle to clearing new shows in the daypart.

56 / IN THE HEAT OF THE LATE NIGHT

Howard Stern, the controversial "shock jock," is entering the late night television ring. His show is seen by some as the most controversial program to enter syndication since the *Morton Downey Jr. Show*.

NATPE gets under way in New Orleans (left) (page 72); At Large with Dick Robertson (below) (page 62)

57 / ALMOST THE IDES OF MARCH

With the FCC set to act on reform of its financial interest and syndication rules at its March 14 open meeting, work at the agency toward finding a consensus on the controversial rules has been accelerating.

55 / ABC PRESS TOUR

Bob Iger, ABC Entertainment president, predicted that the networks will produce fewer pilots and become more conservative in their approaches to pulling shows from their respective schedules as a result of the declining economics of the network marketplace. His remarks came before national TV critics attending the Television Critics Association press tour in Marina del Rey, Calif.

62 / VIEW FROM THE TOP

Warner Bros.'s Dick Robertson gives readers an insider's perspective on changes in television syndication and where the business is headed in 1991 and beyond.

72 / THE NEXT HIT

On the eve of the NATPE convention in New Orleans this week, industry executives are bracing for what—by most accounts—will be a shaky year fiscally. With lackluster ratings for last fall's debut shows and an increasingly fragmented audience, stations clearly are looking for something innovative.

74 / PRODUCTION OPPORTUNITY

Dissatisfaction among the networks' affiliated stations over declining ratings and ad revenue in daytime and late fringe dayparts is testing the networks' ability to maintain clearances of their programing. Preemptions have led in

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Preparing for war in the Middle East: the worst-case scenerio (page 51).

some cases to network concessions, and in others, to cuts in affiliate compensation.

76 / NAME OF THE GAME

This season's game show development is, according to some industry observers, the weakest in the history of syndication, largely a result of the poor performance of all the new entries that debuted this season.

80 / CRITICAL MEETING

In his first turn before the Television Critics Association press tour as NBC Entertainment president, Warren Littlefield called this season a "rebuilding phase" for the network. He also said that *WKRP in Cincinnati* creator, Hugh Wilson, is working on a half-hour project to star former *Fame* star Debbie Allen, and Ridley Scott, director of "Alien," "Blade Runner" and "Black Rain," is developing a one-hour drama series.

80 / FOX CANCELLATION

Fox is replacing *Good Grief* and *American Chronicles* with a spin-off from *Married...with Children* and an expanded version of *Cops*.

84 / NATPE PREVIEW

A record number of exhibitors will attend this year's NATPE International Program conference, despite a dramatic decline in the number of first-run offerings. Among those bringing their programs and services to the show are 90 international firms, up dramatically from last year's non-U.S. exhibitor count. A convention agenda and updated list of exhibitors begins on page 86.

100 / FALL SURVEY

The fall 1990 Arbitron survey results, released last week for the top 10 markets, show AM news and/or talk formats leading in five of those 10.

102 / RADIO ESPIONAGE

At some aggressive radio stations, winning isn't everything—it's the only thing. And the lengths to which some stations go to make sure they top the competition are redefining the boundaries of sportsmanship and ethics in the radio business.

106 / THE BEGINNING OF A BEAUTIFUL FRIENDSHIP?

With the merger of their cable court channels successfully agreed upon, NBC and Cablevision's new alliance with Time Warner may serve as the building block for future co-ventures.

112 / BROKERS STUNG BY SLUGGISH STATION TRADING

The soft station trading market claimed two casualties in 1990: brokers Chapman Associates and Americom Radio Brokers both went under. Other brokers also are being impacted by the market and some are closing down branch offices, relocating or laying off employes. Most firms are re-evaluating the business to decide what is the best way not only to stay afloat, but to move ahead.

115 / SELTEL EXPANDS

Rep firm Seltel Inc. told BROADCASTING that it has named Bruce Nugent as chief financial officer and is adding a new sales team to represent 12 or 13 of Seltel's independent stations.

117 / NAB IN NAPLES

The National Association of Broadcasters board members are meeting in Naples, Fla., this month to plan the association's legislative and regulatory strategy for the year. They are to decide where NAB is headed in its dealings with the cable and telephone industries, and for radio, what the potential is for digital audio broadcasting.

118 / HOT KITCHEN

USIA Director Bruce Gelb braved a meeting with hostile VOA staff—including Director Richard Carlson—last Monday to defend the restructuring of the agency as the best way to preserve funds for continued broadcast services. His audience, responding sometimes derisively to Gelb, said control of the budget and personnel means control of the VOA newsroom is next.

122 / NEXT STEP: FIELD TESTS

Richard Wiley, chairman of the FCC's advisory committee on advanced television services, told HDTV terrestrial system proponents that the financial burden for field testing of their systems will fall on them. Wiley suggested that all-digital proponents pool their resources to build a joint digital HDTV transmitter.

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produced by Columbia Pictures Television. In evaluating the network's prime time performance to date, Chernin noted there were plusses and minuses for the moves which he made, calling the strategy overall "one of the riskiest in network television history." Evidence of Fox's daring he said was its decision to drop some veteran series (*Alien Nation*, *21 Jump Street*), to break up their successful Sunday night by moving *The Simpsons* to Thursday night, and to open up two new nights of programing.

While refusing to characterize Fox's expansion as biting off more than they could chew, Chernin admitted that "some might even characterize as foolhardy risks" moves Fox made to expand their lineup by two nights. Chernin also acknowledged that Fox "cleaned out the shelves by putting everything on the air we had" to fill the schedule. However, he said "our key priority--at that point, and still remains--has always been to grow this network. And we felt that what we needed to do was establish the strength of this network across more nights of the week. To really begin to establish the profile and build on it.

Despite the scarcity of product following the fall launch, Chernin announced a new slate of projects that have now been readied for spring and beyond. *The Last Hurrah* is a docu-drama which follows seniors at a Chicago high school as they go through their final year of school; *Comic Strip Live* is a primetime version of the current Saturday late night show on Fox's schedule; *Fantasy Park* is an interactive show using a 900 phone number which allows viewers to call in to win "large, outrageous" prizes such as a million-dollar "six-pack" of classic cars; *Blood Ties*, by Ester and Richard Shapiro, is about a modern-day community of vampires; the last is *Urban Anxiety*, an off-beat look at the intertwined lives of a group of people living in a New York City apartment building. Chernin said *The Last Hurrah* and *Top of the Heap* will make it onto the network's schedule in either February or March.

As for the Monday *Fox Night at the Movies* which the network has had trouble scheduling, Chernin said "we're beginning to get up to speed. We expect that we will be on three times a month by next month and hopefully we'll have the fourth week by the end of the year."

Chernin also announced that Fox will begin negotiations with Columbia Pictures Television in the next two weeks to renew *Married...With Children*, which he called "the cornerstone show of the network." —SK

RATINGS ROUNDUP

Week 16 **Jan. 7, 1990–Jan. 13**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	24.4/37	N	Cheers
2	▼	23.7/36	C	60 Minutes
3		20.1/30	N	Blossom Preview
4		20.0/30	N	The Cosby Show
5	▲	19.6/29	N	Rescue: 911
6	▲	19.0/27	C	Murder, She Wrote
7	▲	18.5/30	N	Golden Girls
8		18.3/30	N	Orange Bowl Game
9		18.1/26	A	Amer. Funniest Videos
9	▲	18.1/29	N	Empty Nest
9	■	18.1/29	N	Wings
12		17.8/26	A	Amer. Funniest People
13	▼	17.1/26	N	Unsolved Mysteries
14	▲	16.9/26	C	Movie: Her Wicked Ways
15	▼	16.4/26	A	Family Matters
16	▼	16.3/27	A	Full House
17	▲	16.0/25	C	Movie:Bump/The Night
18	▲	15.8/27	N	L.A. Law
19	▲	15.0/26	N	Carol & Company
20	▲	14.6/22	A	Doogie Howser, M.D.
21	▼	14.5/22	A	Movie: Dillinger
22		14.1/24	C	Knots Landing
23	▼	14.0/21	N	Movie: Ruthless Reporter
24		13.9/27	A	Monday Night Football
25	▼	13.7/21	A	Growing Pains
26	▼	13.6/21	C	Jake And The Fatman
27		13.4/21	N	Story Behind The Story
28	▼	13.2/21	A	Wonder Years
29	▼	13.1/23	N	Dear John
29	▼	13.1/22	A	Perfect Strangers
31		12.8/21	N	Night Court Spec.
32	▲	12.7/18	F	Married...With Children
32	▼	12.7/23	A	20/20
34	▼	12.4/22	N	Hunter
35	■	12.3/20	C	Guns Of Paradise
35	▼	12.3/19	A	Married People
37		12.2/20	N	Night Court
37		12.2/19	N	Orange Bowl Pre Game
39	▲	11.8/23	C	Murphy Brown
40	■	11.5/19	C	Dallas
41	▲	11.3/23	C	Designing Women
41	▼	11.3/17	F	The Simpsons
43	■	11.1/20	C	Sons & Daughters
44		11.0/17	A	Father Dowling
45		10.8/18	A	Movie Sp:Ghostbusters
46	▼	10.7/18	N	Fanelli Boys
46	▼	10.7/17	C	48 Hours
48	▼	10.6/18	N	Amen
48	▼	10.6/18	A	Going Places
50	▼	10.5/18	C	WIOU
50	▲	10.5/18	A	Young Riders
52	▼	10.4/15	F	In Living Color
53	▲	10.2/20	C	Major Dad
54	▲	9.8/19	C	Evening Shade
55	▲	9.7/15	A	Life Goes On
56	■	9.6/14	N	Expose
57		9.5/15	N	Super Bloopers & Jokes
58	▼	9.4/16	A	Primetime Live
59	▼	9.2/14	C	Movie: Gunsmoke
60		8.7/15	A	Brotherhood
60		8.7/16	N	Midnight Caller
62	▼	8.4/12	F	Get A Life
63		8.3/13	C	Doctor, Doctor
63		8.3/13	C	Flash
63		8.3/13	N	Quantum Leap
63	▼	8.3/18	C	Trials Of Rosie O'Neill
67		8.2/12	C	Top Cops
68		7.8/12	A	Gabriel's Fire
69		7.4/14	N	Orange Bowl Parade
70	■	7.3/11	N	Real Life w J. Pauley
71	▼	7.2/11	F	Good Grief
72	▲	6.8/11	C	Lenny
73	▲	6.7/11	F	Totally Hidden Video
73	▼	6.7/11	C	You Take The Kids
75		6.6/11	F	America's Most Wanted
75	▼	6.6/14	N	Movie: Eight Is Enough
77	▼	6.5/10	F	Babes
78		6.2/10	F	Cops 2
79		5.8/9	F	Cops
80	▼	5.2/8	F	Comic Strip Live
81	▲	5.1/8	F	Beverly Hills, 90210
81	▼	5.1/8	F	Parker Lewis
83	▲	5.0/8	F	Haywire
84		4.9/8	A	Sugar Bowl
85	▼	4.8/8	F	True Colors
86	▼	3.2/5	F	Against The Law

RADIO

FALL ARBITRONS TRACK TOP-10 MOVEMENTS

The fall 1990 Arbitron survey was released last week for the top 10 stations in the top 10 markets. The results of the study of the listening of adults 12-plus, Monday-Sunday, 6 a.m. to midnight, include:

- *New York:* Top-ranked urban WRKS(FM) continued to dominate with a 5.6 rating, just ahead of soft AC-formatted WLTW(FM), which remained steady at 5.1. Oldies-formatted WCBS-FM slipped one-tenth of a rating point but retained its number-three position with a 5.0.
- *Los Angeles:* Soft AC outlet KOST(FM) retained the number-one spot, but lost a full point as it fell to a 5.5. CHR-formatted KIIS-AM-FM improved slightly to a 5.1, and AOR KLOS(FM) moved up to a 4.6 and third place. Emmis CHR KPWR(FM) also improved—up to a 4.5—while Capcities/ABC talk KABC(AM) declined slightly to a 4.3. Evergreen's urban KKBT(FM) made its top-10 debut with a 3.5.
- *Chicago:* Tribune's WGN(AM) outpaced the market by gaining over a full point, to a 9.3, and pulling more than two points ahead of the second-ranked urban WGCI-FM with a 7.2. CHR WBBM-FM continued to add to its 12-plus numbers, gaining a full rating point to 6.2, and urban WVAZ(FM) gained slightly, up to a 4.5.
- *San Francisco:* News/talk KGO(AM) continued to regain ground from its spring loss with an increase of 1.3 to an 8.3, three points ahead of nostalgia KFRC(AM), in second place with a 5.3. CHR KMEL(FM) and all-news KCBS(AM) each dipped one-tenth of a rating point to a 5.2 and a 4.7, respectively.
- *Philadelphia:* Group W continues to dominate the city of brotherly love, with the number-one and two spots going to its all-news KYW(AM), with an 8.8, and AOR WMMR(FM), with a 7.6. Urban WUSL(FM) remained steady at third with a 6.7, and AC WEAZ-FM came in fourth with a 5.8.
- *Detroit:* WJR(AM) dropped more than a full point but retained the top slot with a 7.8. Urban WJLB(FM) dipped slightly to a 7.2, while all-news WWJ(AM) rallied by 0.9 to a 6.0 and third place.
- *Washington:* Urban WKYS(FM) dropped almost two full points to the number-four spot with a 4.8, and easy listening WGAY(FM) gained almost one point to move into second place.
- *Dallas-Fort Worth:* Country KSCS(FM) advanced 1.7 to a 10.0 and the number-one slot. AC KVIL-AM-FM bounded back to second from a summer drop (from 6.9 to an 8.5).
- *Boston:* talk WRKO(AM) continued to lead the market with a gain to 7.9. Second place went to WZOU(FM) with a 7.2, while oldies WODS(FM) gained a full point to a 5.8 and third place. AC WBZ(AM) gained slightly to a 5.3 and album rocker WBCN(FM) took a dip from 5.8 to 5.2.
- *Houston-Galveston:* Country KIKK-FM moved into the leader's slot with an 8.4; urban KMJQ(FM) slid into second with a 7.9, and country KILT-FM dropped to a 7.5 and third place. Numbers are ©1991 by Arbitron. -AC

Station	*Format*	*Summer '90*	*Fall '90*
1. New York			
WRKS(FM)	Urban	5.5	5.6
WLTW(FM)	Soft AC	5.1	5.1
WCBS-FM	Oldies	5.1	5.0
WPAT-FM	Easy	4.3	4.8
WHTZ(FM)	CHR	4.8	4.7
WINS(AM)	News	4.4	4.4
WQHT(FM)	CHR	4.2	4.1
WBLS(FM)	Urban	3.7	4.0
WOR(AM)	Talk	4.0	3.9
WCBS(AM)	News	3.6	3.6
WNSR(FM)	Soft AC	3.7	3.5
WXRK(FM)	Classic rock	3.3	3.5
2. Los Angeles			
KOST(FM)	Soft AC	6.6	5.5
KIIS-AM-FM	CHR	5.0	5.1
KLOS(FM)	AOR	4.1	4.6

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Station	Format	Summer '90	Fall '90
KPWR(FM)	CHR	4.3	4.5
KABC(AM)	Talk	4.9	4.3
KBIG(FM)	AC	3.5	3.8
KLVE(AM)	Spanish	2.8	3.7
KKBT(FM)	Urban	3.0	3.5
KWKW(AM)	Spanish	3.6	3.3
KNX(AM)	News	2.6	3.2
KROQ-FM	AOR	3.4	3.2

3. Chicago

Station	Format	Summer '90	Fall '90
WGN(AM)	MOR/talk	8.2	9.3
WGCI-FM	Urban	7.9	7.2
WBBM-FM	CHR	5.2	6.2
WVAZ(FM)	Urban	4.4	4.5
WBBM(AM)	News	4.1	4.4
WLUP-FM	AOR	4.8	4.2
WCKG(FM)	Classic rock	4.8	4.1
WUSN(FM)	Country	2.8	4.0
WJJD(AM)	MOR	3.1	3.7
WLIT-FM	AC	2.6	3.2

4. San Francisco

Station	Format	Summer '90	Fall '90
KGO(AM)	News/talk	7.0	8.3
KFRC(AM)	Nostalgia	4.9	5.3
KMEL(FM)	CHR	5.3	5.2
KCBS(AM)	News	4.8	4.7
KOIT-AM-FM	Soft AC	3.7	4.5
KIOI(FM)	AC	3.8	3.4
KABL-AM-FM	AC	2.6	3.1
KSA(FM)	Coutry	2.5	3.1
KITS(FM)	New rock	2.9	3.0

5. Philadelphia

Station	Format	Summer '90	Fall '90
KYW(AM)	News	7.9	8.8
WMMR(FM)	AOR	7.9	7.6
WUSL(FM)	Urban	7.0	6.7
WEAZ-FM	AC	5.5	5.8
WYSP(FM)	Classic rock	6.8	5.8
WPEN(AM)	Nostalgia	5.2	5.5
WMGK(FM)	AC	3.3	5.0
WIOQ(FM)	CHR	5.5	4.8
WWDB(FM)	Talk	3.7	4.8
WOGL-FM	Oldies	5.3	4.7
WXTU(FM)	Country	4.3	4.2

6. Detroit

Station	Format	Summer '90	Fall '90
WJR(AM)	MOR/news/talk	8.9	7.8
WJLB(FM)	Urban	7.3	7.2
WWJ(AM)	News	5.1	6.0
WHYT(FM)	CHR	5.3	4.9
WWWW(FM)	Country	4.0	4.8
WJOI(FM)	Easy	4.8	4.6
WJZZ(FM)	Jazz	4.1	4.4
WLTI(FM)	AC	3.9	4.3
WNIC(FM)	AC	3.7	4.1
WRIF(FM)	AOR	3.9	3.9

7. Washington

Station	Format	Summer '90	Fall '90
WPGC-FM	CHR	7.5	8.1
WGAY(FM)	Easy	5.9	6.8
WMZQ-AM-FM	Country	6.5	6.4
WKYS(FM)	Urban	6.6	4.8
WMAL(AM)	News/talk	5.1	4.6
WWDC-FM	AOR	4.3	4.3
WAVA(FM)	CHR	3.6	4.0
WMMJ(FM)	AC	2.5	4.0
WCXR(FM)	Classic rock	4.3	3.7
WASH(FM)	AC	5.1	3.5
WTOP(AM)	News	3.7	3.5

8. Dallas-Fort Worth

Station	Format	Summer '90	Fall '90
KSCS(FM)	Country	8.3	10.0
KVIL-AM-FM	AC	6.9	8.5
KPLX(FM)	Country	7.2	7.4
KTXQ(FM)	AOR	4.9	5.4
KKDA-FM	Urban	5.8	5.3
KRLD(AM)	News/sports	5.4	4.9
WBAP(AM)	Country	5.8	4.5
KEGL(FM)	CHR	3.4	4.2
KHYI(FM)	CHR	4.9	4.0

9. Boston

Station	Format	Summer '90	Fall '90
WRKO(AM)	Talk	7.0	7.9
WZOU(FM)	CHR	6.9	7.2
WODS(FM)	Oldies	4.8	5.8
WXKS-FM	CHR	7.0	5.7
WBZ(AM)	AC	5.1	5.3
WBCN(FM)	AOR	5.8	5.2
WMJX(FM)	AC	5.2	4.9
WSSH-FM	Easy	4.1	4.1
WEEI(AM)	News	3.8	4.0
WHDH(AM)	Talk	3.7	4.0

10. Houston-Galveston

Station	Format	Summer '90	Fall '90
KIKK-FM	Country	7.5	8.4
KMJQ(FM)	Urban	7.2	7.9
KILT-FM	Country	8.6	7.5
KHMX(FM)	Mix	3.8	6.6
KLOL(FM)	AOR	6.2	5.9
KTRH(AM)	News	5.9	5.2
KLDE(FM)	Oldies	3.3	5.0
KODA(FM)	Soft AC	4.0	4.4
KKBQ-AM-FM	CHR	4.7	4.2

RADIO EXECUTIVES EXAMINE 'UNCONVENTIONAL' TACTICS

Programers disagree over degree to which aggressive strategies should be employed in ongoing station wars

The wall is down and the spies have come in from the cold. But in a number of major radio markets, the battle for radio listeners rages on. In fact, in markets where competition is most fierce, the intelligence community could take a lesson or two.

Just ask the programer who is locked in a tight CHR battle, said one radio programer who suggested that dirty tricks, while not widespread, are alive and kicking. From on-air name-calling to letting the air out of the tires of the competition's van, to rummaging through another station's trash for confidential memos, some aggressive stations go to great lengths to emerge victorious in the ratings race. In fact, programers who have survived such battles claim that, in many cases, winning the war sometimes is only an end to justify the means.

"It's just as important to destroy the morale at a powerful, arrogant station as it is to come out on top," said Jeff Wyatt, program director at KPWR(FM) Los Angeles, and regional vice president, programing, at Emmis Broadcasting. Wyatt said that "antics that start affecting a station's jocks or management" are especially debilitating, because listeners quickly detect any signs of internal discomfort or lack of confidence at a station.

Wyatt insists that, in the heat of battle, anything short of a felony is fair game to make a radio property succeed. Still, moderation is the key, he said. "Situations do exist where less than ethical actions are good tactical moves, but there also are times when you have to have the maturity to understand you really don't need to employ these tactics to get things done." Wyatt said radio probably is not much different from other major industries in the use of "less than ethical tactics," but he insisted radio employs them in a different fashion.

"We don't take kick-backs like they might in other industries, but those guys don't call up a company president's wife and suggest her husband is having affairs all over town," Wyatt said, adding that while the public may voice righteous furor at allegedly questionable behavior in the oil or auto industries, "they sort of expect a radio station to send a horse's head to someone," he said. He admits that such antics are "gross and insulting," but he is quick to explain that "this is the radio business, which is perceived to be made up of a bunch of adults who don't want to grow up. Therefore, while these things might not be appreciated, they're sort of expected."

Randy Michaels, executive vice president of Cincinnati-based Jacor, who has been involved in a well-publicized pro-help of Fox O&O KDAF(TV). But Spangler said the focus on the Chicago operation has mandated that those be put "on the back burner for now." KDAF does not have a newscast, nor has it set a launch date for one, said Gayle Bramer, VP and general manager, who said the station has had only "cursory conversations with TCI." —SDM

CABLE RATES RISING FASTER THAN PERCEIVED VALUE

CTAM study finds customer perception of value of cable service has not kept pace with rapidly rising rates over past few years

The increase in cable rates over the past few years has exceeded many cable subscribers' perceived value for their service, according to a new "attitudes and usage study" commissioned by the Cable Television Administration & Marketing Society and released last week at a CTAM marketing conference in Scottsdale, Ariz.

"The major reason for dissatisfaction is price value," said Margaret Combs, president and chief operating officer of CTAM. "The major reason for disconnection is price value...The overwhelming reason that we've lost customers is because of a negative price/value perception," she said.

"By raising rates so very rapidly over the last three years, we didn't effectively raise the perception of the value as rapidly as we raised the rates and that's the strong issue out of the A&U study," Combs said.

The study, of 2,000 present, former and non-subscribers, surprisingly found that former and present pay subscribers do not have as much of a gap in the price/value relationship. And a sizable number of formers (17%) said they would come back in the three years, the study found, including 23% of former pay subscribers.

Combs said the report does not mean cable has stopped growing. (Indeed, Combs said the third-quarter numbers from the CTAM database showed improvement over the rocky second quarter. "We all felt much better," she said.) But cable "is going to have to be more aggressive and innovative because the same old offers don't work anymore," she said.

The answers to what the industry can do to improve that price value relationship, Combs said, will come from the segmentation portion of the study, which is still being tabulated. "With each person, value is hinging on something different," said Combs. The segmentation study, to be completed in 30 days, will break down the study's participants into high, medium and low level users of television. Further breakdowns by present, former and non-subscribers, said Combs, will give a better idea what cable companies can do to improve a particular subscriber's perceived value

FOURTH QUARTER CABLE NETWORK RATINGS: 1990 VS. 1989

	Prime Time				*Full Day*			
Network	*4Q 1990 Rating*	*HH*	*4Q 1989 Rating*	*HH*	*4Q 1990 Rating*	*HH*	*4Q 1989 Rating*	*HH*
ESPN	2.5*	1,430,000	2.7	1,460,000	0.9*	510,000	0.9	508,000
WTBS	2.3	1,262,000	2.6	1,351,000	1.5	842,000	1.7	893,000
USA	2.2	1,211,000	2.2	1,091,000	1.2	651,000	1.1	571,000
TNT	1.9	961,000	1.4	484,000	1.0	509,000	0.9	304,000
Nashville	1.2	600,000	0.9	435,000	0.5	267,000	0.5	217,000
CNN	1.2	675,000	1.2	586,000	0.7	391,000	0.7	335,000
Lifetime	1.1	565,000	0.8	375,000	0.6	308,000	0.5	250,000
Discovery	1.0	529,000	0.8	347,000	0.5	265,000	0.4	200,000
Family	0.8	417,000	0.8	401,000	0.6	309,000	0.6	280,000
Nick at Nite	0.8	427,200	0.9	441,000	0.5	267,000	0.6	294,000
MTV	0.7	371,000	0.7	340,400	0.5	265,000	0.5	243,500
A&E	0.6	299,000	0.6	232,000	0.4	188,000	0.3	133,000
BET	0.6	172,000	0.6	147,000	0.4	119,000	0.4	96,000
HL News	0.3	157,000	0.4	148,000	0.4	153,000	0.4	143,000
VH-1	0.3	117,900	0.3	102,600	0.2	78,600	0.2	68,400
Nickelodeon	—	—	—	—	1.0	534,000	1.1	539,000

Notes: * network estimate. All other data supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not on the entire television universe. USA's prime time is 7-11 p.m.; Family Channel's is 8-10 p.m.; Discovery and Nashville Network's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; BET's is 12 p.m.-1 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

Prime time ratings for 15 networks reporting data for the fourth quarter 1990 rose slightly, only 3.4%, over the same period in 1989. The networks earned a combined Nielsen rating of 17.5, up from a 16.9 in the previous year's final quarter.

WTBS(TV) Atlanta had the biggest drop, from a 2.6 to a 2.3, but still managed to edge out competitor USA for the number-two spot. USA had been the number-one network in prime time for the previous two quarters. ESPN pulled into first place, even with ratings down 0.2 from 1989.

The Nashville Network, Lifetime, Discovery and TNT were the only networks to show gains, with two-year-old TNT posting the largest ratings rise, from a 1.4 to a 1.9.

For the full day, the 16 reporting networks showed essentially no gain over 1989. Combined they earned a 10.9 rating in fourth quarter 1990 and a 10.8 in 1989.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$0** □ **0**
FM's □ **$13,615,400** □ **7**
AM-FM's □ **$4,300,000** □ **2**
TV's □ **$1,235,000** □ **3**
Total □ **$19,150,400** □ **12**

Year to Date:
AM's □ **$0** □ **0**
FM's □ **$25,800,400** □ **11**
AM-FM's □ **$7,600,000** □ **5**
TV's □ **$1,235,000** □ **3**
Total □ **$34,635,400** □ **19**

For 1989 total see Feb. 5, 1990 BROADCASTING.

WKSG(FM) **Mount Clemens, Mich.** ■ Sold by Ragan Henry to Major Broadcasting for $8.65 million cash at closing ("Closed Circuit" Jan. 7, 1991). Station was bought in 1988 for $6.75 million ("Changing Hands" Nov. 23, 1987). **Seller,** Ragan Henry, through various licensees, has interests in WXLE(FM) Johnstown and WAKR(AM)-WONE-FM Akron, all Ohio; WDIA(AM)-WHRK(FM) Memphis; WQOK(FM) Raleigh, N.C.; WBSK(AM)-WOWI(FM) Norfolk, Va.; KJOJ(FM) Conroe and KGLF-FM Freeport, both Texas; WCMC(AM)-WZXL(FM) Wildwood, N.J.; WCOS-AM-FM Columbia, S.C.; KDIA(AM) San Francisco; WWIN-AM-FM Baltimore; KDIZ(AM) Independence, Mo., and WRAW(AM)-WRFY-FM Reading, Pa. **Buyer** is headed by brothers Thad, John, Luke and Charles Allen and has no other broadcast interests. WKSG has oldies format on 102.7 mhz with 50 kw and antenna 499 feet above average terrain. Broker: Kalil & Co. Inc.

KWSS(FM) **Gilroy, Calif.** ■ Sold by Shamrock Broadcasting Inc. to KOOL Communications Inc. for $4.5 million cash at closing. Station was swapped for KMGC(FM) Dallas plus $11 million last October ("Changing Hands" Nov. 5, 1990). **Seller** is headed by Roy E. Disney, Patricia A. Disney, Stanley P. Gold, Bill Clark and James R. Mixon, and is licensee of KABL(AM) Oakland and KABL(FM) San Francisco, both California; KMLE(FM) Chandler, Ariz.; KUDL(FM) Kansas City, Kan.; WHB(AM) Kansas City, Mo.; KXKL-AM-FM Denver; KXRX(FM) Seattle; KXXV(TV) Waco and KZFX(FM) Lake Jackson, both Texas; WFOX(FM) Gainesville, Ga.; WWSW-AM-FM Pittsburgh; WCXI(AM)-WWWW(FM), Detroit, and WTVQ-TV Lexington, Ky. Shamrock is also sole stockholder of licensee of KTAB-TV Abilene, Tex. **Buyer** is headed by Martin W. Loughman and Susan Loughman. Susan Loughman owns 2.7% of common stock of Shamrock Holdings Inc., which owns 100% of common stock of Shamrock Broadcasting Inc. KWSS has CHR format on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain.

WTJS(AM)-WTNV-FM **Jackson, Tenn.** ■ Sold by Osborn Communications Corp. to American Network Group for $4 million cash at closing. Seller is headed by Frank D. Osborn, Barry Wolper, Ellen S. Fader, Mark Hubbard and Matthew O'Connell, and is licensee of WJSU-TV Anniston, Ala.; WIOI-FM Brunswick, Ga.; WNDR(AM)-WNTQ(FM) Syracuse, N.Y., WAZO(FM) Tarboro, N.C.; WAZU(FM) Dayton, Ohio; WWVA(AM)-WOVK(FM) Wheeling, W.V. **Buyer** is headed by Bob Williams and owns WPTM(AM)-WGSQ(FM) Cookeville, Tenn., along with three state radio networks and radio broadcast rights to collegiate sports at four universities. WTJS has Big Band format on 1390 khz with 5 kw day and 1 kw night. WTNV has progressive country format on 104.1 mhz with 100 kw and antenna 655 feet above average terrain. Broker: Robert A. Chaisson Inc.

KMLM(TV) **Odessa, Tex.** ■ Sold by National Minority TV [illegible] to Prime Time Christian Broadcasting [illegible] for $650,000 by promissory note. **Seller** is headed by Paul F. Crouch, Phillip Aguilar, P. Jane Duff and Matthew Crouch. Paul and Mathew Crouch have interests in Trinity Broadcasting Network, licensee of KTBN-TV Santa Ana, Calif.; WLXI(TV) Greensboro, N.C.; WDLI(TV) Canton, Ohio; KGHO-AM-FM Hoquiam, Wash. They also have interests, through various licensees, in seven other commercial TV's. In addition, Paul Crouch and Duff have interests in 4 educational TV's in Texas and Florida. **Buyer** is headed by Albert O. Cooper, Tommie J. Cooper and Henry C. Wunsch, and is licensee of KRPV(TV) Roswell, N.M., and translators K45BX Buck Mountain, K46CL Maljamar, K63CK Carlsbad, K66DO Floyd and K18DK (CP) Hobbs, all New Mexico. KMLM is on ch. 42 with 5,000 kw visual, 500 kw aural and antenna 476 feet above average terrain.

WVSN(TV) **Humacao, P.R.** ■ Sold by Bocanegra Girald Broadcasting Group to Tito

CLOSED!

The sale of KQEO/KMGA (FM), Albuquerque, New Mexico from Penn Communications Corp., to SpaceCom, Inc., for $1,317,500 has closed.

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FOR THE RECORD

As compiled by BROADCASTING from Jan 3 through Jan. 9 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Actions

■ **WJHO(AM) Opelika, AL** (BAL901113EA; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Opelika-Auburn Broadcasting Co. Inc. to Sun Broadcasting Co. Inc. for $50,000. Seller is headed by John E. Smollon; Helen Ferguson Zachry and Miles Ferguson Jr., brother and sister; Thomas D. Samford III, William Samford and Aileen Samford Wapole, brothers and sister, and Yetta G. Samford and C. C. Torbert, and have no other broadcast interests. Buyer is headed by John W. Rice (50%) and Stephen D. Benson (50%), and has no other broadcast interests. Action Dec. 27.

■ **KTAA(FM) Kerman, CA** (BAPH901029GM; 94.3 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of CP from Barnard Broadcasting Ltd. to Barnard Broadcasting Ltd. for no cash consideration in ownership reorganization. Barnard is headed by Bacilio Maciel (33 1/3%), Richard M. Barnard (33 1/3%) and Barbara Barnard (33 1/3%—Maciel had controlling interest, will become 1/3 general partner along with Barnards), and nine limited partners, and has no other broadcast interests. Action Dec. 24.

■ **KCIN(AM) Victorville and KATJ-FM George, both California** (AM: BAL901030EA; 1590 khz; 500 w-D, 135 w-N; FM: BAPH901030GJ; 100.7 mhz; 850 w; ant. 1,548 ft.)—Granted app. of assignment of CP from Crown Broadcasting Services to Island Broadcasting Corp. for $1.575 million. Seller is headed by Sidney King and Mattie Brown, and has no other broadcast interests. Buyer is headed by Scott A. Brody and Richard L. Sadowsky. Sadowsky has interests in Eagle Communications Inc., licensee of KECI-TV Missoula, KCFW-TV Kalispell and KTVM-TV Butte, all Montana, and TV translators in Montana and Idaho which rebroadcast signals of Eagle stations. Sadowsky is also assistant secretary of Precht Communications Inc., parent company of Eagle and Precht Television Associates Inc., licensee of KIEM-TV Eureka, CA, and TV translators serving small communities in California which rebroadcast signals of KIEM. Action Dec. 21.

■ **WCNU(AM) Crestview, FL** (BAL901102EF; 1010 khz; 10 kw-D, 84 w-N)—Granted app. of assignment of license from Gulf Shores Broadcasting Co. to Ashley Norman Davis Jr. for $150,000. Seller is headed by Jerry W. Milligan Sr., Carroll D. Caldwell and Janice A. Milligan, and have no other broadcast interests. Buyer owns LPTV W24AM Defuniak Springs, FL and CP for LPTV ch. 14 Luverne, AL. Action Dec. 26.

■ **KGGF(AM)-KQQF(FM) Coffeyville, Kansas** (AM: BAL901030EI; 690 khz; 10 kw-D, 5 kw-N; FM: BAPH901031EJ; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of CP from The Midwest Broadcasting Co. Inc. to KGGF-KQQF Inc. for $750,000. Seller is headed by Richard M. Seaton; Gladys Seaton and Donald D. Seaton, her son; Monica M. Seaton and Johanna C. Epp, daughters of Gladys Seaton; Edward L. Seaton, son of Richard, and Robert L. Pratt and Robert A. Cline. Richard, Gladys, Donald and Monica Seaton have interests in Nebraska Broadcasting Co. Inc., licensee of KHAS(AM) Hastings, NE; Manhattan Broadcasting Co. Inc., licensee of KMAN(AM)-KMKF(FM) Manhattan, KS; Nebraska Television Corporation of Hastings, licensee of KHAS-TV Hastings, NE; Nebraska Television Corporation of Manhattan, which has controlling interest in South Plains Broadcasting Co. Inc., licensee of KFYO(AM)-KZII-FM Lubbock, TX. Edward Seaton has interests in Manhattan Broadcasting and Nebraska Television. Pratt has interest in South Plains Broadcasting. Buyer is headed by John B. Mahaffey, Robert B. Mahaffey, Fredna B. Mahaffey, Robert A. Cline and Catherine H.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Jan 21

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RADIO / 50

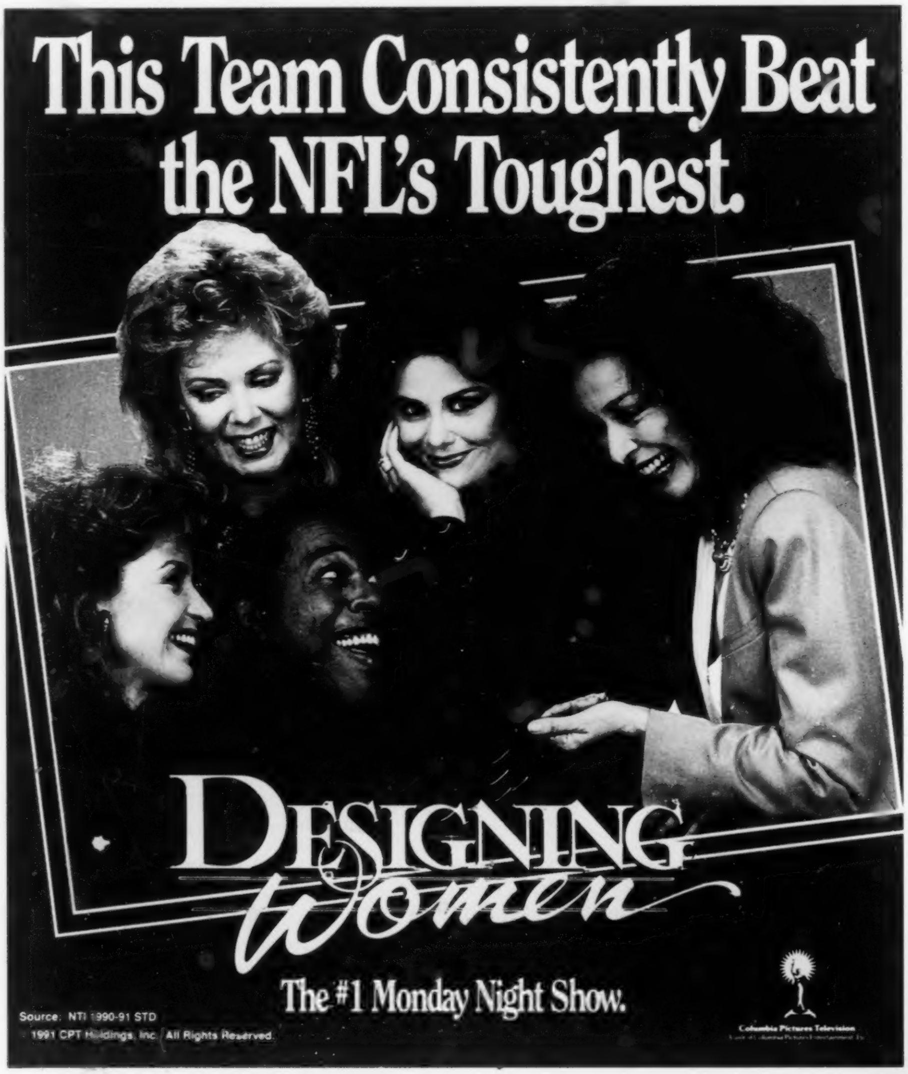
Value-added selling in radio adds more marketing dimensions

IN THE EYE OF DESERT STORM / 23

Television and radio are eyes and ears for world focused on war in Middle East; CNN is only link to Baghdad in conflict's early hours

WASHINGTON/ 42

Tough cable reregulation bill introduced in Senate



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Columbia Pictures Television

Vol. 120 No. 3

NATPE: On in an off year

THIS WEEK

23 / FOLLOWING THE WAR

If there was any doubt that CNN is on par with the other three networks, it was dispelled last week, as the 24-hour cable network dominated the news—and the ratings—during the first nights of the Gulf War. (At least 18 network affiliates aired parts of CNN's coverage instead of the coverage of their own networks.) By the second night broadcast networks caught up by being the first to report a missile attack on Tel Aviv (CBS), and by airing smuggled videotape of the United States's bombing of Baghdad (ABC).

26 / ADVERTISERS PULL OUT OF WAR COVERAGE

Several major television advertisers, including the big three domestic auto manufacturers, decided to pull their spots when the networks went to their all-news coverage of the war. The networks hope that the lost spots will be placed elsewhere and perhaps even tighten up an otherwise loose scatter market. For now, it is too early to determine what the negative financial impact the extended war coverage and lack of ads will have on the networks. There had also been talk of commercial-free coverage by the networks for at least the first day of war, but that did not happen; the three networks and CNN all ran spots within the first 24 hours of their coverage.

DESERT STORM

The world at war: bringing the images home (page 23)

27 / NATPE 1991

The outbreak of war in the Middle East, and the anticipation of war, was on everybody's mind at the NATPE convention in New Orleans last week. In fact, some felt the prospect of armed conflict made the convention more businesslike, with many general managers looking to cut deals in the first day or two of the show, in case they had to leave early.

31 / TIGHTER BELTS IN 1990

Paramount studio chief Frank Mancuso said during his NATPE International convention keynote address that "swashbuckling" was to the 1980's management style what "belt buckling" is to the 1990's. Hence, given the present conservative economic climate, he said Paramount will put fewer TV and theatrical film projects into development each year.

34 / ECONOMIC OBSTACLES

There seemed to be a consensus at one NATPE panel session that there is no dearth of creative programing ideas available. Instead, the economy appears to be an overriding factor in controlling program risk taking.

36 / FOLLOWING RADIO'S LEAD

Television stations faced with a fragmenting audience should look to radio for ways of dealing with the growing competition. According to some broadcasting executives, TV stations need to apply many of the same principles that AM stations developed to compete with the growth of the FM band in the 1970's, including programing to a consistent demographic and repeatedly researching that demo.

40 / WAR GIVES CBS SHOW SECOND CHANCE

The threat of war in the Gulf brought about the rebirth of CBS's late night news vehicle, *America Tonight*, said Howard Stringer, president, CBS/Broadcast Group, during the television critics press tour last week. The formerly canceled series would remain in the 11:30 p.m. time slot indefinitely, he said. Television critics also heard about prospective projects for the summer, including series by Stephen King, Rob Reiner and Carrie Fisher.

43 / RETURN OF FAIRNESS DOCTRINE?

House and Senate communications policymakers have renewed their quest to see the fairness doctrine become law.

45 / PCS COMMUNICATIONS

Several high-ranking cable system operators met in Boulder, Colo., last week for a two-day tutorial seminar on personal communications services, which many believe are likely to become a major revenue source by the mid-1990's.

46 / SNN LAUNCH DELAYED

Landmark's launch of Sports News Network is delayed as it waits for approval from the U.S. Bankruptcy Court in Manhattan. Landmark is buying the assets for $7 million from bankrupt Mizlou Communications, but if the deal is not closed soon, the purchase price will start to drop.

48 / HAVES DROPS BID FOR TLC

Hearst/ABC-Viacom Entertainment Services, which owns Lifetime Television, has backed out of its plan to buy Infotechnology's The Learning Channel.

50 / VALUE ADDED SALES

As the number of commercial messages reaching the average American consumer continues to grow, radio stations and advertisers increasingly are looking for ways to maximize advertising dollars. To do this, veteran advertisers and newcomers alike are looking to value-added marketing, a concept that merges the traditional spot schedule with a marketing campaign.

53 / RAB HEADS TO NASHVILLE

The Radio Advertising Bureau will hold its 11th annual Managing Sales Conference in Nashville this week, the setting for the unveiling of the RAB's new, industry-wide marketing plan.

NATPE in New Orleans (page 27)

55 / WESTWOOD OFFER EXPIRES

Westwood One's offer to exchange its 9% convertible subordinated debentures for its 6¾% convertible subordinated debentures expired Jan. 14 with just over 84% of its bonds converted. The 9% debentures initially are convertible into 114.29 shares of common stock for each principal amount, at a price of $3.50 per share, whereas the 6¾% debentures are convertible into 40.68 for each $1,000 principal amount, representing a conversion price of $24.58 per share.

59 / SBCA IN VEGAS: READYING FOR CHANGE

If the coming of Ku-band direct broadcast satellite services—and the smaller, more affordable antennas associated with them—were not enough to shake up the home satellite TV industry, "smart card" scrambling technology and the entrance of major consumer electronics retailers into the business may also come within the next year. The ramifications of those and other changes afoot will be the subject of a three-day Satellite Broadcasting & Communications Association trade show in Las Vegas this week.

60 / NABET AND NBC REACH TENTATIVE AGREEMENT

The National Association of Broadcast Engineers' agreement on a new four-year contract could bring its nine-month-old contract dispute to an end. A vote is scheduled for Jan. 30. NABET members have been working under an imposed contract since Aug. 15, 1990.

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61 / OLYMPIC EFFORT

Although the current advertising picture is bleak, NBC and CBS O&O's are successfully selling the 1992 Olympics. Both groups are said to have already sold 65% to 75% of their respective inventories. The emphasis is on selling the advertiser, not just the spots.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. Broadcasting/Cable introduced in 1989. *Reg U.S. Patent Office.

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Incorporating

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TELEVISION.
Broadcasting
■ Cable

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saying that in this situation, the network would need to remain flexible.

□

Jeff Sagansky, president, CBS Entertainment, speaking to the critics Tuesday night during dinner, outlined four projects the network is developing for the summer schedule.

Stephen King's Golden Years is a serialized version of a novel written by King and is set to be produced by Laurel Entertainment. Sagansky said the project "is a combination of great characters with a fantasy premise in it." He said King would write the first five episodes and stay with the project to develop the long-term story arc.

The Verdict is a half hour which will examine one criminal trial and the aspects of the proceeding. Andrew Heyward and CBS News will produce the series. The project was inspired from a segment that aired on *48 Hours* last month.

True Detectives, another half hour from Arnold Shapiro and CBS Productions, which may be paired with *The Verdict*, is about normal people who solve mysteries in their life. *True Detectives* played as an hour special last month on the network, and the series will remain similar in look to the special.

The fourth project, *Partners in Life* (working title), is from Rob Reiner and his Castle Rock Productions. Sagansky described the project as "Rob's very ambitious attempt to do the old Laurel and Hardy, Mack Sennett two-reelers. Very physical comedy, and it's going to be shot on one-camera film."

Sagansky also revealed a project in development for fall which is being developed by actress Carrie Fisher for her mother Debbie Reynolds to star in. The series is about the relationship between a grandmother, her daughter and a granddaughter. Janis Hirsch, executive producer of ABC's *Anything But Love*, will co-produce the series with Fisher.

Sagansky also said CBS will not experience any cutback in their development, at least not due to any corporate budgetary considerations. Two weeks ago, Bob Iger, president, ABC Entertainment, said due to the declining network television industry, fewer pilots produced would be one of the effects of the changing economics. Sagansky said if fewer pilots are produced, it will be because CBS has fewer needs this fall compared to last fall. **-SC**

Week 17

RATINGS ROUNDUP

Jan. 7, 1990–Jan. 13

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		23.4/35	N	Cheers
2		20.6/32	C	60 Minutes
3	▲	20.0/30	C	Murphy Brown
4	▲	19.9/30	C	Designing Women
5		19.4/29	N	A Different World
6	▲	19.3/32	N	Golden Girls
7	▲	19.1/28	A	Amer. Funniest Videos
8		18.8/28	A	Roseanne
9		18.1/31	N	Bob Hope/Saudi Arabia
9	▲	18.1/29	A	Family Matters
9	▲	18.1/29	A	Full House
12		18.0/26	A	Amer. Funniest People
12	▲	18.0/27	A	Doogie Howser, M.D.
14	▼	17.8/27	N	The Cosby Show
15	▼	17.0/26	N	Unsolved Mysteries
16	▲	16.8/28	N	L.A. Law
17		16.6/25	C	Movie: Witness
18		16.5/25	N	Matlock
19	▲	16.4/26	N	Movie: Shoot To Kill
20		16.3/25	N	Heat Of The Night
20	▲	16.3/24	C	Major Dad
22	▼	16.1/25	N	Wings
23		15.8/24	A	Coach
24	▲	15.6/25	N	Hunter
25	▼	15.5/23	C	Rescue: 911
26		15.4/24	A	Who's The Boss?
27	▲	15.1/24	A	Perfect Strangers
28	▲	15.0/23	C	Evening Shade
29	▼	14.7/22	A	Growing Pains
30	▼	14.6/23	N	Dark Shadows, Pt.1
30	▲	14.6/26	A	20/20
32	▲	14.5/22	A	Married People
32	▲	14.5/22	F	The Simpsons
32	▼	14.5/22	A	Wonder Years
35		14.2/21	A	Head Of The Class
36	▼	14.1/23	C	Knots Landing
37		13.6/21	N	Fresh Prince Of Bel Air
38		13.4/23	N	Law And Order
39	▼	13.3/21	C	Movie: Bare Essentials
39		13.3/20	A	MacGyver
41	▲	13.0/21	A	Going Places
42	■	12.6/19	N	Blossom
43	▲	12.4/21	C	Trials Of Rosie O'Neill
44	▼	12.0/19	A	Movie: Held Hostage
45	▼	11.5/19	C	Dallas
45	▼	11.5/17	F	Married...With Children
47	▼	11.3/17	C	48 Hours
48	▲	11.2/16	N	Exposé
48	■	11.2/17	C	Good Sports
50	▼	11.0/17	C	Guns Of Paradise
51	▼	10.8/18	N	Fanelli Boys
51	▼	10.8/16	A	Father Dowling
53	▼	10.7/16	F	In Living Color
54	▼	10.5/18	N	Amen
54		10.5/19	C	Designing Women/Sun
56		10.4/16	N	News Sp.: Amer./War
57	▼	10.3/16	C	Jake And The Fatman
57		10.3/18	A	thirtysomething
57	▼	10.3/18	A	Young Riders
60	▼	10.1/16	N	Night Court
60	▼	10.1/17	A	Primetime Live
62		9.9/16	A	Movie: Under Cover
62	▼	9.9/16	A	Life Goes On
64	▲	9.8/15	A	Gabriel's Fire
65	▲	9.7/14	N	Real Life w/ J. Pauley
65	▼	9.7/17	C	Sons & Daughters
67	■	9.6/17	A	Equal Justice
68	▲	8.7/13	C	Flash
69		8.6/15	N	NAACP Image Awards
70	▼	8.5/13	C	Top Cops
71	▲	8.1/14	F	Cops 2
72	▲	7.7/12	F	Babes
72	▼	7.7/11	F	Get A Life
74	▼	7.5/13	C	WIOU
74	▼	7.5/13	C	You Take The Kids
76	▼	7.4/12	F	America's Most Wanted
77	▼	7.3/11	F	Good Grief
78	▲	7.2/11	F	Parker Lewis
79	▼	7.0/12	C	Movie: Nick Night
79		7.0/12	F	Cops
81	▼	6.9/11	N	Quantum Leap
81		6.9/12	A	Twin Peaks
83	■	6.8/11	A	Under Cover
84	▼	6.3/11	C	Lenny
85	▼	6.2/11	F	Totally Hidden Video
86	▼	6.1/10	F	True Colors
87	▼	5.8/9	F	Beverly Hills, 90210
88	▼	5.2/9	F	Comic Strip Live
89	▼	5.1/9	F	Haywire
90	▼	3.7/6	F	Against The Law

BUSINESS

NABET-NBC REACH TENTATIVE AGREEMENT

The National Association of Broadcast Engineers & Technicians (NABET) and NBC have reached a tentative agreement on a new four-year contract that contains modifications in wage structures and layoff policies. The offer comes after renewed negotiation efforts by the union and the network. NABET workers have been working under an NBC-implemented contract since Aug. 15. Their previous contract with the network expired March 30, and the union twice rejected NBC offers.

The latest offer is no shoe-in because the four NABET locals are split on the contract. NABET staff in New York and Washington are recommending ratification while the Chicago and Los Angeles staffs are advising that members vote against the offer. The negotiating committee has unanimously voted to bring the agreement to the membership for a vote that is set for Jan. 30. A vote against the new contract, according to NABET, is a vote authorizing a strike.

The modifications in the agreement call for NBC to guarantee that if layoffs are necessary, "it will first offer buyouts before it lays off any regular employe." If a sufficient number of employes refuse the buy-outs, the company may lay off, but layoffs cannot exceed 4% of NABET staff on the regular payroll at each location for a two-year period, retroactive to Aug. 15.

The latest and final offer also calls for first-year wage increases of 3%, effective as of Jan. 5, 1991. Another 3% increase is set for Aug. 19 of this year; a 5% bonus is scheduled for Aug. 15, 1992, and a 4% increase for Aug. 14, 1993.

A NABET spokesperson is looking for a "more affirmative" vote than in previous elections but is unsure whether there will be enough votes to approve the contract.

Should the contract pass, NABET's charge of unfair labor practices that the union filed with the National Labor Relations Board would be dropped as well as the union's boycott of NBC-parent General Electric.

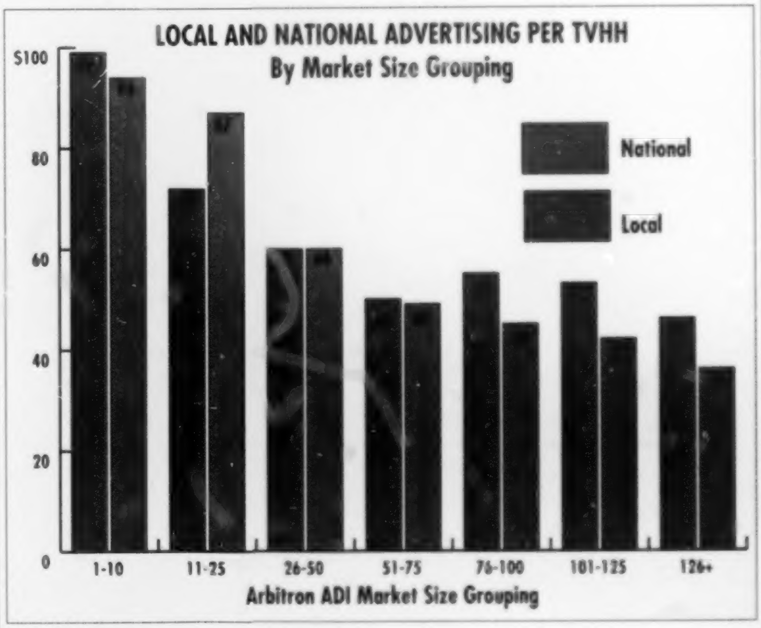
AREAS OF DOMINANT REVENUE: TV DOLLARS FLOW TO TOP

Recently released market data on per-TV-household-revenue show a skewing of advertising to the top markets. The survey results from a National Association of Broadcasters study show that the top-25 markets are particularly favored by national advertisers: "If they [advertisers] are on a limited budget, buying only in these markets still allows them to reach nearly 50% of the U.S. television households." The study may even understate the degree of national dollars going to top markets since, especially in the top-10 markets, many national buys are counted as local dollars, said Mark Fratrik, NAB vice president/economist. The 50-page study details national and local advertising per TV household for 111 markets.

TOP 10 MARKETS REVENUE PER TV HOUSEHOLD*

National/regional advertising		*Local advertising*	
Market (Rank)	$ Per TV HH	Market (Rank)	$ Per TV HH
Boston (6)	$127.56	Los Angeles (2)	$157.77
Miami (14)	$115.46	Chicago (3)	$122.13
Houston (10)	$112.22	Las Vegas (94)	$120.21
San Francisco (5)	$111.59	New York (1)	$116.08
Dallas-Ft. Worth (8)	$110.47	San Francisco (5)	$116.01
Washington (9)	$101.23	Salinas-Monterey (111)	$96.33
Sacramento-Stockton (21)	$99.70	Miami (14)	$91.62
Baltimore (22)	$95.29	Atlanta (12)	$91.17
Atlanta (12)	$93.68	Columbus (33)	$90.11
Philadelphia (4)	$93.23	Dallas-Ft. Worth (8)	$88.21

Based on annual survey of TV stations by National Association of Broadcasters and Broadcast Cable Financial Management Association, conducted by Price Waterhouse. Only those TV markets where all "major" stations responded are included.



CHANGING HANDS

WYDE(AM) Birmingham, Ala. □ Sold by Wyde Broadcasting Co. Inc. to Guardian Communications Inc. for $1.05 million cash at closing. **Seller** is headed by American General Media of Texas Inc., holding company, which is headed by Lawrence Brandon and Anthony S. Brandon, father and son, and is licensee of WWWG(AM) Rochester, N.Y.; KQXR(AM)-KERN(FM) Bakersfield, Calif., and KGEE(FM) Monahaws and KLLF(AM) Wichita Falls, both Texas. **Buyer** is headed by Mark McNeil (69.6875%) and Richard David (7.8125%). Guardian Communications is licensee of KFEL(AM) Pueblo, Co.; KKIM(AM) Albuquerque, N.M.; WCCD(AM) Parma, and WTSJ(AM) Cincinnati, both Ohio, and WFEL(AM) Towson, Md. WYDE has Christian music format on 850 khz with 50 kw day and 1 kw night. *Broker: David Eshelman.*

KDEN(AM) Denver □ Sold by Karen J. Mathis, receiver to Cashel Inc. for $575,000. Price includes $25,000 cash at closing, $175,000 payable within 30 days of FCC approval, and $375,000 promissory note. **Seller** has no other broadcast interests. **Buyer** is headed by John J. and Shirley A. McGuiness, husband and wife, and has no other broadcast interests. KDEN is fulltimer with news format on 1340 khz and 1 kw.

KBTO(FM) Bottineau, N.D. □ Sold by D&H Broadcasting Inc. to Standef Broadcasting Corp. for $330,000. Price includes $80,000 cash at closing, $60,396.76 10-year, 10¼% loan (assumption of debt) and $189,603.24, eight-year promissory note at 10%. **Seller** is headed by Alan Henning, and has no other broadcast interests. **Buyer** is headed by Edward F. Stanley (75%), Donna M. Stanley (15%) and Jeffrey P. Stanley (10%), and has application for new FM at Jeffersonville, N.Y. KBTO has C&W format on 101.9 mhz with 51.5 kw and antenna 492 feet above average terrain.

KNAF(AM) Fredericksburg, Tex. □ Sold by Fritz Broadcasting Co. to Jayson and Janice Fritz for $320,000 in stock purchase agreement. Price includes $10,000 cash at closing, $70,000 promissory note at 9% payable in monthly installments of $1,453.09, $240,000 promissory note at 9% payable in quarterly installments of $6,230.77. **Sellers** are Norbert and Alene Fritz, husband and wife, and Sharon Fritz, their daughter. **Buyers** are Jayson Fritz, son of Norbert and Alene, and Janice Fritz, his wife. Fritz's also have interests in Gillespie Broadcasting Co., headed by Norbert Fritz (60%), Alene Fritz (20%), Jayson Fritz, Sharon Fritz (20%) and Janice Fritz, and is licensee of KFAN(FM) Fredericksburg, Tex. KNAF has C&W format on 910 khz with 1 kw day and 174 w night.

KTAP(AM) Santa Maria, Calif. □ Sold by Buenos Diaz Broadcasting Inc. to Leo Kesselman for $300,000 promissory note, which was owed to buyer and is being cancelled. **Seller** is headed by Eduardo and Rodolfo Diaz, brothers, and has no other broadcast interests. **Buyer**, Kesselman, has 41.5% interest in KPIG(FM) Freedom, Calif.; 21.2% interest in KIDI(FM) Albuquerque, N.M.; 49% owner of LPTV KO4NT Indio, Calif., and owner of LPTV's K58DJ Bakersfield, Calif.; K21DB Santa Fe, N.M., and K06MB Indio, Calif. KTAP has adult contemporary

Continues on page 63.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$2,950,000** □ **11**
FM's □ **$776,250** □ **7**
AM-FM's □ **$0** □ **3**
TV's □ **$50,000** □ **1**
Total □ **$3,776,250** □ **22**

Year to Date:
AM's □ **$2,950,000** □ **11**
FM's □ **$26,576,650** □ **18**
AM-FM's □ **$7,600,000** □ **8**
TV's □ **$1,285,000** □ **4**
Total □ **$38,411,650** □ **41**

For 1989 total see Feb. 5, 1990 BROADCASTING.

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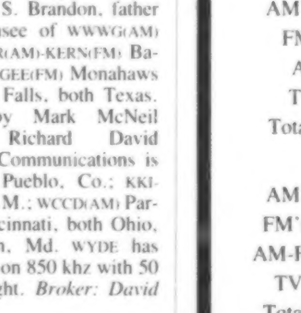

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Inc.'s KITN(TV) Minneapolis petition for special relief seeking ruling that KITN, ind. ch. 29, is significantly viewed in Nicollet, Rice, and Watonwan counties, MN, on basis of county-wide audience, in lieu of ordinarily required community-specific audience survey data. (By MO&O [FCC 90-433] adopted Dec. 31, 1990, by commission.)

■ **Secaucus, NJ**—Approved joint request for settlement agreement; found Garden State Broadcasting Ltd. qualified to participate in monetary settlement in proceeding for construction permit to operate on frequency currently occupied by WWOR-TV Secaucus, in return for Garden States dismissal with prejudice of its application; and dismissed with prejudice, application for renewal of license of WWOR-TV. (MM Docket 88-382 by Partial Initial Decision [FCC 91D-1], issued Jan. 4 by ALJ Richard L. Sippel.)

■ **Maljamar, NM**—Ordered KWMW(FM) Maljamar, NM to forfeit $10,000 for failing to light station's tower in manner required. (By MO&O [FCC 90-427] adopted Dec. 21, 1990, by commission.)

■ **Rochester, NY**—Affirmed decision by Mass Media Bureau which granted WKLX Inc., license for station WKLX(FM) Rochester, NY over objections of Stoner Broadcasting System Inc., licensee of WCMF(FM) Rochester. (By MO&O [FCC 91-3] action Jan. 2 by commission.)

■ **Arlington, McKinney, Celina, Terrell, Daingerfield, College Station, Caldwell and Howe, all Texas, and Durant, OK**—Granted request by Evergreen Media Corp. of Dallas, and severed from this proceeding its application to substitute ch. 235C for ch. 235C1 at Arlington, and modify license of KHYI, accordingly. (MM Docket 88-48 by MO&O [DA 90-1898] adopted Dec. 26 by Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Dallas**—Denied petition by KXTX Inc., licensee of KXTX-TV Dallas, ch. 39, for special relief seeking ruling that it is significantly viewed in Fannin, Grayson, Hunt, Henderson, McLennan, Navarro and Parker Counties, TX. (By MO&O [FCC 90-432] adopted Dec. 31 by commission.)

■ **Gordonsville and Orange, both Viginia**—Dismissed petition to reallote ch. 255A from Orange to Gordonsville and modify license of WJMA-FM, accordingly. (MM Docket 89-604 by R&O [DA 90-1892] adopted Dec. 26, 1990, by Acting Chief, Allocations Branch.)

ALLOCATIONS

■ **Glen Arbor and Scottsville, both Michigan**—Effective Feb. 25, substituted ch. 235C3 for ch. 240A at Scottsville, and conditionally modified license of WKZC accordingly; substituted ch. 238C2 for ch. 240A at Glen Arbor, and conditionally modified CP of WTHM accordingly. (MM Docket 89-385 by R&O [DA 90-1886] adopted Dec. 26, 1990, by acting chief, Allocations Branch.)

■ **Pickford, MI**—Effective Feb. 25, allotted ch. 288A to Pickford as it first FM service. Filing window: Feb. 26-March 28. (MM Docket 90-410 by R&O [DA 90-1893] adopted Dec. 24 by acting chief, Allocations Branch.)

■ **Garberville and Yuba City, both California**—Effective Feb. 25, allotted ch. 279C1 to Garberville as its second FM service; substituted ch. 280B1 for ch. 280A at Yuba City, and conditionally modified license of KXCL(FM) accordingly. Filing window for Garberville: Feb. 26-March 28. (MM Docket 90-233 by R&O [DA 90-1891] adopted Dec. 24, 1990, by acting chief, Allocations Branch, Mass Media Bureau.)

CALL LETTERS

Grants

Existing AM's and FM's

KLIF(AM)	KKWM KLIF Company; Dallas, TX
KMZZ(AM)	WAYL Entertainment Communications Inc.; Richfield, MN
KRBE(AM)	KKZR KRBE Company; Houston, TX
KYII(AM)	KLIF KLIF Company; Dallas, TX
WANR(AM)	WOKG W-A Broadcasting Inc.; Warren, OH
WFXF(AM)	WXTZ WIN Communications Inc.; Indianapolis, IN
WHOG(AM)	WJOK Hobson City Broadcasting Company; Hobson City, AL
WMIZ(AM)	WFHM Clear Communications Inc.; Vineland, NJ
WNBP(AM)	WNCG Damon Radio Inc.; Newburyport, MA
WNLS(AM)	WYYN Arso Radio Corporation; Tallahassee, FL
WPMX(AM)	WCFB Tupelo Broadcasting Corporation; Tupelo, MS
WRIT(AM)	WPOG Gresham Communications of Walterboro, Inc.; Walterboro, SC
WRNE(AM)	WFXP One Communications Inc.; Pensacola, FL
WRTH(AM)	WIL WIL Music Inc.; St. Louis, MO
WSSR(AM)	WSEA Great Scott Broadcasting; Georgetown, DE
WSWL(AM)	WPFA Miracle Radio Inc.; Pensacola, FL
KBEL-FM	KWDG Curtis L. Cochran; Idabel, OK
KIOT(FM)	KMIO Enchantment Media Inc.; Espanola, NM
KJMX(FM)	KDOA Amburn Communications; Tulia, TX
KJOJ(FM)	KGLF-FM US Radio Ltd.; Freeport, TX
KJZS(FM)	KJOJ US Radio Ltd.; Conroe, TX
KKYZ(FM)	KXHC Ana L. Zumuano; Sierra Vista, AZ
KOQL(FM)	KLTE Entertainment Communications Inc.; Oklahoma City, OK

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Jan 28

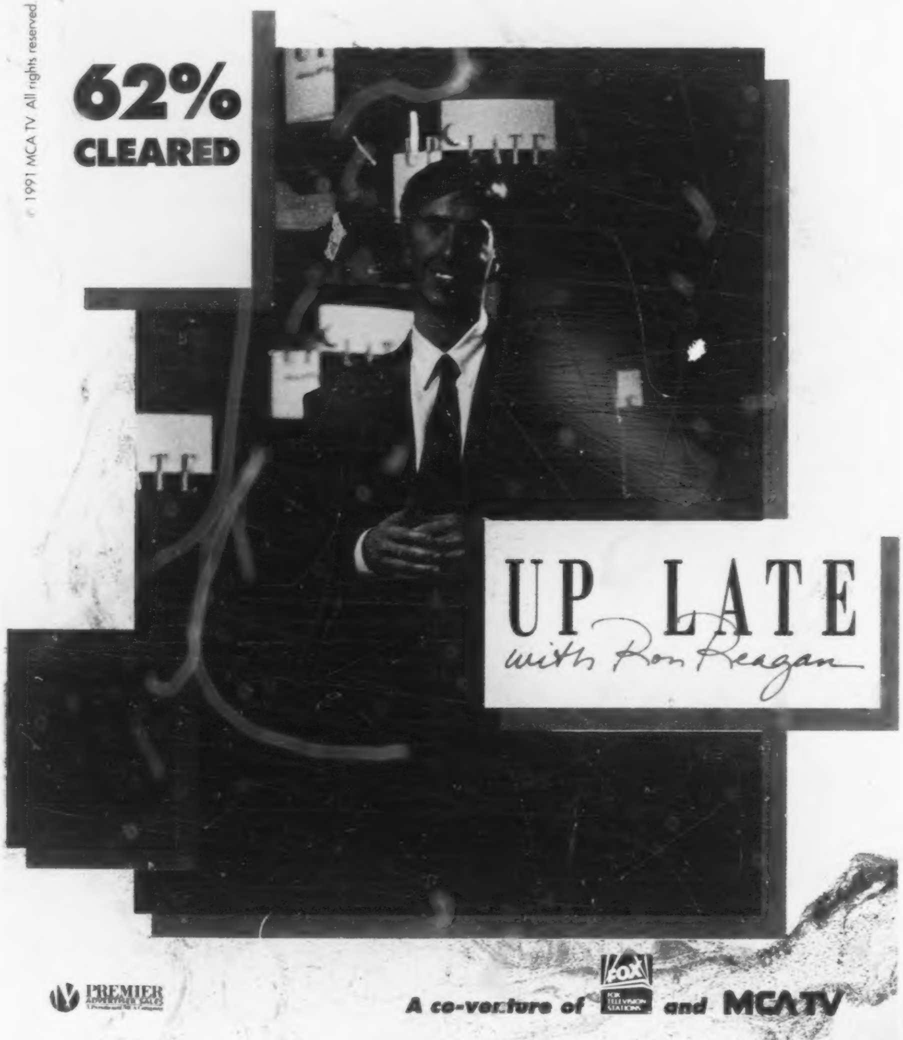
Reaching over 117,000 readers every week — 60th Year 1991

TELEVISION / 27
Programing for kids...bill; 'Economic reality' programing is on rise in tough times

RADIO/ 32
CBS drops newscasts, reduces staff of Spectrum Radio Network

BUSINESS / 42
Fox adds affiliates and clearances

SATELLITE / 54
Satellite convention focuses on programing, piracy and compression



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A co-venture of FOX TELEVISION STATIONS and MCA TV

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SRI ACQ
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4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 120 No. 4

WEEK TWO AT WAR

Around the world with broadcasting and cable

Broadcasting Jan 28

THIS WEEK

19 / BUSINESS NOT QUITE AS USUAL

Leading broadcasting industry figures say the Persian Gulf war is beginning to have its affect on day-to-day business life. Advertising sales have dropped, and the networks may soon reanalyze plans for capital spending for 1991. Air travel plans are being reconsidered by some companies. The impact, so far, has not been dramatic, but that could change if it is a long war.

22 / THE WAR THROUGH KHAKI-COLORED GLASSES

There was friction between the Pentagon and reporters last week over the military's pool coverage rules in Saudi Arabia. No reports have been censored, but some have been delayed for several hours for a "security review."

23 / RATINGS BOOST

CNN has enjoyed its highest ratings and praise for its coverage of the war, while at the same time stirring up controversy for its apparent compliance with Iraqi censorship. The attention is likely to pay off in increased long-term viewership for CNN, although the network will have to work at maintaining that momentum.

25 / NETWORK STRUGGLE

Most of the TV networks lost money televising NFL games in the first year of their four-year contracts. However, the bottom line was better than the weak ad market might have suggested.

Tel Aviv Resident

The week's images: Among the most striking war pictures seen on TV screens last week were the bombing of Baghdad (upper left); a captured U.S. airman, believed to have been tortured (upper right); an Israeli survivor of a Scud missile attack (lower left), and President Bush speaking to the nation on Wednesday night.

27 / REGULATOR FRIENDLY

Syndicators are pitching new live-action children's shows for their prosocial as well as entertainment value. The new shows have been introduced in reaction to new federal laws calling for closer FCC scrutiny of children's programing.

28 / ECONOMICAL PROGRAMING

Cost-cutting, including limiting the number of pilots for fall development and focusing on half-hour shows, seems to be the guiding force behind program development for the 1990's.

32 / SPECTRUM SPACES

Effective March 4, the CBS Radio Networks will implement some programing and news changes at its Spectrum Radio Network. Among them: the elimination of formal newscasts from the on-air product and a reduction of Spectrum's and CBS Radio's newsroom staff.

33 / LOCALIZED WAR COVERAGE

News and talk radio stations are covering the war in the Middle East with a focus on events in the Persian Gulf as well as the concerns of their audiences back home. According to one radio executive: "This story was made for radio.... Despite TV's satellite or microwave link-ups, radio can place a call to anywhere in the world and put a reporter on live." Another factor to consider: the "permeating issues of the war" have drawn new listeners to AM.

37 / CNN SHADOW

CNN's coverage of events in the Persian Gulf over the past couple of weeks has produced more than just praise. Some operators are also reporting a sharp increase in requests to subscribe to cable.

38 / CABLE TOUR

CNN and its war reporting coup was the main attraction at the cable portion of the Television Critics Association press tour. Other highlights: FNN executives should know which bid or bids would be accepted for the sale of the financial news channel by today (Jan. 28); Lifetime unveiled two new series, and HBO said that Richard Dreyfuss will star in and produce *Prisoner of Honor*, an HBO Pictures Presentation. Additionally, Showtime has signed 11 comedians to exclusive one-year contracts for new specials.

42 / FOX REACH

The success of Fox Broadcasting can be traced to its programing breakthroughs. However, much of the company's expected profitability in the current and subsequent fiscal years could also be attributed to increased station clearances and cable carriage of existing affiliates.

43 / FRIES LOOKS FOR EQUITY

Fries Entertainment has joined the list of companies looking for more equity to combat rising production costs and growing debt. The medium-sized production company of made-for-TV movies, mini-series and theatrical/home video productions has retained investment bank Furman Selz to help secure equity. Possibilities include a merger or sale of Fries or joint production ventures with other companies.

48 / CHALLENGING THE CHILDREN'S ACT

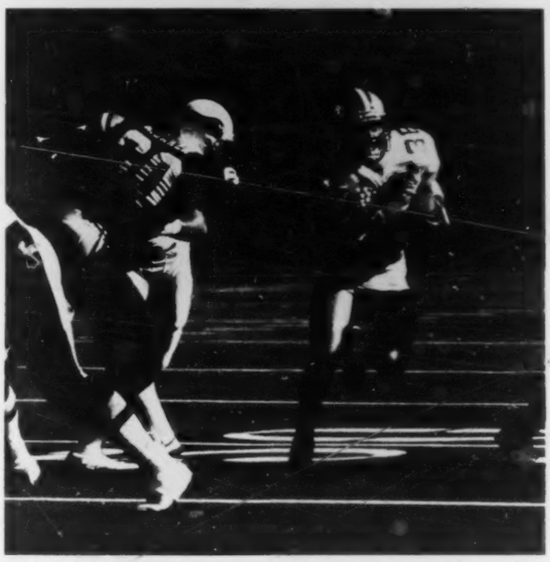
Declaring the Children's Television Act of 1990 a violation of the First Amendment, the Radio-Television News Directors Association and other media organizations have called on the FCC to implement the law in the "least restrictive" manner and to assert that spectrum scarcity and public trustee rationales no longer justify program-content regulation.

49 / LICENSE REVOKED

An FCC administrative law judge has pulled the license of WKSP(AM) Kingstree, S.C., citing the 1987 drug trafficking conviction of the station's principal owner, Gregory Knop. The latter says the ex post facto ruling is unfair.

52 / INDUSTRY NORM?

Ampex Corp. has revealed new products tied to its long-term sales strategy to promote construction of component digital TV production studios in the next three to five years. In the meantime, Ampex will introduce a series of devices designed to fit easily and inexpensively into current composite analog plants.



Most of TV networks lost money televising NFL games (page 25).

53 / OPPOSITE SIDES

The cable television industry and local telephone companies have emerged as adversaries in comments to the FCC on proposed new personal communications services (PCS). While the local exchange carriers (LEC) are seeking spectrum allotments to implement PCS in their separate exchange areas, cable groups are seeking to exclude the LEC from the new service completely.

54 / EPITAPH FOR PIRACY?

Will 'smart card' and/or digital video technology end satellite signal theft and bring law and order to home dish subscription TV by the end of 1991? As proponents of new services and technologies—including video compression systems by DigiCipher and SkyPix—displayed their wares during last week's SBCA trade show in Las Vegas, nearly 3,000 attendees heard their first programer chairman say that piracy unchecked could "wipe out" their long term role in the entertainment industry.

58 / EXPERT OPINION

The practice of using experts to describe events in the Middle East to network audiences came under fire at a Gannett Foundation Media Center conference in New York, where at least one veteran network correspondent said such analysis should be left to reporters.

60 / RENEWED MISSION

More than 3,000 Christian broadcasters, many of them from abroad, are gathering in Washington this week under the banner "Declaring His Glory to All Nations." Hoping to hear President George Bush address the gathering Jan. 28, the National Religious Broadcasters Association expects to re-emphasize its "reason for being."

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RATINGS ROUNDUP

CBS won the prime time ratings race for the week ended Jan. 20. To say the least, it was an extraordinary television week, filled with regular program preemptions and news specials to cover events surrounding the breakout of war in the Middle East. Contributing greatly to CBS's victory was its coverage of the National Football Conference's championship game, which was decided by a field goal on the final play of the game to give the New York Giants a 15-13 victory over the San Francisco 49ers on Sunday, Jan. 20. The game was the top rated program of the week, averaging a 36.9/56 in prime time. For the week, the network prime time averages were: CBS: 13.5/21; ABC, 13.2/20; NBC, 12.1/19.

Week 18

Jan. 14, 1990–Jan. 20

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	27.2/40	C	60 Minutes
2		26.2/41	C	NFC Champ. Postgame
3	▲	19.6/28	A	Roseanne
4		18.8/27	C	Murder, She Wrote
5		18.1/27	A	News Special
6	▼	18.0/27	C	Designing Women
6	▼	18.0/27	C	Murphy Brown
8	▲	17.2/26	N	Matlock
9		16.1/22	A	Special Report-8:00
10	▲	16.0/24	N	Heat of the Night
11	▼	15.8/27	N	Golden Girls
12	▲	15.5/24	A	Who's the Boss?
13	▲	15.4/24	A	Movie: Jenny
14	▼	15.3/25	A	Family Matters
15	▼	15.2/25	A	Full House
15		15.2/22	N	Amer. At War
17		15.1/24	C	Lonesome Dove, Pt. I
17		15.1/25	N	Empty Nest
19	▲	14.9/22	A	Coach
20	▲	14.8/22	A	Movie: Raiders/Lost Ark
21	▼	14.5/21	A	Amer. Funniest Videos
22	▼	14.2/21	C	Major Dad
23		14.1/21	A	Gulf War Day 2
24	▲	13.8/21	N	Fresh Prince of Bel Air
24	▲	13.8/20	A	Head of the Class
26	▼	13.4/20	C	Rescue: 911
27		13.3/19	N	America At War
28	▲	13.1/21	N	Dark Shadows,Pt.2
29	▲	12.9/22	N	Law and Order
30		12.6/19	C	War In The Gulf
31	▲	12.4/18	N	Blossom
31	▼	12.4/20	A	Perfect Strangers
33	▼	12.3/18	C	Evening Shade
33	▼	12.3/19	N	Marked For Murder
35		11.9/20	N	Carol & Company
36		11.7/18	N	T. Brokow Spec.
37		11.6/17	C	War In The Gulf-Thurs.
38	▲	11.5/18	C	Movie: The Presidio
38	▼	11.5/21	A	20/20
40		11.4/18	N	Cheers Spec.
40		11.4/20	N	Dear John
42		11.0/18	C	War In The Gulf-Fri.
43	▲	10.8/15	N	Exposé
44	▲	10.6/18	N	Amen
44	▼	10.6/17	A	Going Places
44	▼	10.6/15	F	Married…With Children
47	▼	10.5/17	C	Trials Of Rosie O'Neill
48	▼	10.3/17	C	Dallas
49		10.2/15	N	News Spec. Report
50	▲	9.7/16	N	Fanelli Boys
51		9.4/16	C	Grand Ole Opry Anniv.
52		9.2/15	N	Cosby Show Special
53	▼	9.0/13	F	The Simpsons
53		9.0/16	C	War In The Gulf-Sat.
53		9.0/15	N	Wings Special
56	▼	8.9/13	F	In Living Color
57		8.5/14	A	thirtysomething
58	■	8.2/14	N	Dark Shadows
59	▼	7.9/14	A	Young Riders
60	▲	7.8/11	F	Get A Life
61		7.7/12	N	A Different World Spec.
62		7.4/13	C	Sons & Daughters
63	▲	6.9/10	N	Real Life/J. Pauley
64		6.8/11	A	MacGyver Spec.
65	▲	6.6/12	A	Twin Peaks
66	▲	6.3/9	F	Good Grief
66	▲	6.3/9	F	Parker Lewis
68	▲	6.1/10	F	Cops 2
69	▲	5.9/8	F	Babes
70		5.8/9	A	World Of Discovery
70	▲	5.8/8	F	Beverly Hills, 90210
72	▲	5.2/8	F	America's Most Wanted
72	▲	5.2/9	F	Cops
74	▲	4.9/9	F	Totally Hidden Video
75	▲	4.5/7	F	True Colors
76	▲	4.2/7	F	Comic Strip Live
77	▲	4.1/7	F	Haywire
78	▲	2.8/5	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Jan. 13

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.8	221	98
2	Jeopardy! (King World)	14.1	214	97
3	Star Trek: Next Generation (Paramount)	12.2	234	98
4	Oprah Winfrey (King World)	11.1	217	96
5	Entertainment Tonight (Paramount)	9.7	184	96
6	Cosby Show (Viacom)	9.5	204	98
7	Current Affair (20th Century Fox TV)	8.5	190	95
8	Wheel of Fortune, wknd. (King World)	8.3	180	84
9	Donahue (Multimedia)	7.4	228	98
10	Inside Edition (King World)	6.6	127	79
11	Star Search (TPE)	5.6	174	96
12	Hard Copy (Paramount)	5.4	167	91
12	21 Jump Street-syn. (Cannell)	5.4	127	92
14	Entertainment Tonight-Wknd (Paramount)	5.1	185	95
14	Tale Spin (Buena Vista)	5.1	171	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

■ WPGH-TV **Pittsburgh, Pa.** □ Sold by Renaissance Communications Corp. to Sinclair Broadcasting for approximately $55 million (BROADCASTING, Jan.21, 1991). Station was purchased in 1989 for $32 million. **Seller** is headed by Michael Finkelstein, and owns KTXL(TV) Sacramento, Calif. (Fox); WTXX(TV) Hartford, Conn.; WDZL(TV) Miami, and WPMT(TV) Harrisburg, Pa. (Fox). **Buyer** is headed by David D. Smith, and has agreement to sell co-located WPTT-TV. Sinclair Broadcasting also owns Fox stations WBFF(TV) Baltimore and WTTE(TV) Columbus, Ohio. WPGH is Fox affiliate on ch. 53 with 2338 kw vis. and 233.8 kw aur. with antenna 995 feet above average terrain. Broker: Communications Equity Associates.

■ WCFT-TV **Tuscaloosa, Ala.** □ Sold by Beacon Broadcasters Ltd., debtor in possession, to Federal Broadcasting Co. for $7.5 million cash at closing. **Seller** is headed by Robert L. Gilbertson and Duncan Fraser, and is licensee of WDAM-TV Laurel/Hattiesburg, Miss., and KYEL-TV Yuma, Ariz. Gilbertson and Duncan also have interests in Beacon Communications Corp., which owns WPBN-TV-WTOM-TV Inc., licensee of WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan. **Buyer** is headed by Dale G. Rands, Peter A. Kizer, Lawrence S. Jackier, Edward O. Ruffley, James A. Colman, James Kizer and Gregory A. Whitland. Federal Broadcasting has interests in WLUC-TV Marquette, WPBN-TV Traverse City and WTOM-TV Cheboygan, all Michigan; WDAM-TV Laurel-Hattiesburg, Miss., and KTVO(TV) Kirksville, Mo. WCFT is CBS affiliate on ch. 33 with 1,225 kw visual and 203 kw aural with antenna 540 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$300,000** □ **1**
FM's □ **$3,741,712** □ **6**
AM-FM's □ **$2,673,000** □ **5**
TV's □ **$62,500,000** □ **2**
Total □ **$69,214,712** □ **14**

Year to Date:
AM's □ **$3,250,000** □ **12**
FM's □ **$30,318,362** □ **24**
AM-FM's □ **$10,273,000** □ **13**
TV's □ **$63,785,000** □ **6**
Total □ **$107,626,362** □ **55**

For 1989 total see Feb. 5, 1990 BROADCASTING.

■ KZBB-FM **Ft. Smith, Ark.** □ Sold by Arrow Communications to Tate Broadcasting for $1.5 million. Price includes $1.3 million cash at closing and $200,000 in seller note. **Seller** is headed by Paul Rothfuss, also owns WRLX(AM)-WFFX(FM) Tuscaloosa, Ala., KMJC-FM Clinton, Iowa; WHDL(AM)-WPIG(FM) Olean and WFRG-AM-FM Rome, both New York, and WZOQ(FM) Wapakoneta, Ohio. **Buyer**, headed by Harvey Tate and George Hochman, is licensee of KMCK-FM Siloam Springs, Ark. KZBB has contemporary oldies and CHR format on 97.9 mhz with 100 kw and antenna 1,810 feet above average terrain. *Broker: Dick Chapin.*

■ KMHT-AM-FM **Marshall, Tex.** □ Sold by Bayou Broadcasting Inc. to Marshall Media Inc. for $1.016 million. Price is assumption of seller's liabilities. **Seller** is headed by A.T. Burke and S. Randy Rose and has no other broadcast interests. **Buyer** is owned by Clint Formby (50%) and George A. Franz (50%). Formby is president and 60% owner of KLVT Radio Inc., licensee of KLVT(AM) and KLVT(FM) Levelland, Tex.; president and owner of KTEM Radio Inc., licensee of KTEM(AM)-KPLE(FM) Temple, Tex.; 70% general partner in KPAN Broadcasters, licensee of KPAN-AM-FM Hereford, Tex., and 40% owner of Hereford Cablevision Co., operator of cable system serving Hereford, Tex. Formby and Franz are 50% owners of Walker County Communications Inc., licensee of KSAM(AM)-KHUN(FM) Huntsville, Tex. KMHT(AM) is fulltimer with oldies format on 1450 khz with 1 kw. KMHT-FM has heart and soul format on 103.9 mhz; with 3 kw and antenna 300 feet above average terrain.

■ KELD(AM)-KAYZ(FM) **El Dorado, Ark.** □Sold by Noalmark Broadcasting Corp. to Noalmark Broadcasting Corp. for $1,007,000, which includes $260,000

Closed:
December 17, 1990
KKWM-FM
Dallas, TX
from **AnchorMedia Group**
to **WSB Inc.**

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FOR THE RECORD

As compiled by BROADCASTING from Jan. 17 through Jan. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WCFT-TV Tuscaloosa, AL** (BALCT901224KG; ch. 33; 1,225 kw-V; 203 kw-A; ant. 540 ft.)—Seeks assignment of license from Beacon Broadcasters Ltd., debtor in possession, to Federal Broadcasting Co. for $7.5 million. Seller is headed by Robert L. Gilbertson and Duncan Fraser and is also licensee of WDAM-TV Laurel-Hattiesburg, MS, and KYEL-TV Yuma, AZ. Gilbertson and Duncan also have interests in Beacon Communications Corp., ultimate shareholder of WPBN-TV-WTOM-TV Inc., licensee of WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan. Buyer is headed by Dale G. Rands, Peter A. Kizer, Lawrence S. Jackier, Edward O. Ruffley, James A. Colman, James Kizer and Gregory A. Whitland. Federal Broadcasting is licensee of WLUC-TV Marquette, WPBN-TV Traverse City and WTOM-TV Cheboygan, all Michigan; WDAM-TV Laurel-Hattiesburg, MS, and KTVO(TV) Kirksville, MO. Filed Dec. 24, 1990.

■ **KGMS(FM) Green Valley, AZ** (BAPH901220GW; 97.10 mhz; 1.64 kw; ant. 118 ft.)—Seeks assignment of CP from Abundant Life Ministries to Good Music Inc. for $637,756. Seller's general partner is Grace Broadcasting System Inc., headed by Douglass E. Martin, Robert Gentala and Joe Engineri. Buyer is headed by Martin, George Mehl and Thomas L. Regina, who each own 33.3% of Good News Broadcasting Inc., licensee of KVOI(AM) Tucson, AZ. Filed Dec. 20, 1990.

■ **KELD(AM)-KAYZ(FM) El Dorado, AR** (AM: BTC901224EA; 1400 khz; 1 kw-U; FM: BTCH901224ED; 103.1 mhz; 3 kw; ant. 450 ft.)—Seeks transfer of control within Noalmark Broadcasting Corp. for $1.007 million; price includes $260,000 cash for stock. Sixty six percent of total outstanding stock is to be transferred to Noalmark Broadcasting and reissued to William C. Nolan Jr. and Edwin B. Alderson Jr., who will then own 65% and 35% of stock, respectively; includes KKIX(FM) Fayetteville, AR; KYKK(AM)-KZOR(FM) Hobbs, NM, and KKTX-AM-FM Kilgore, TX (see below). Transferors are William C. Nolan, Theodosia M. Nolan, Charles M. Nolan, Robert C. Nolan, Theodosia N. Roddy and Russell Marks. Transferees are William C. Nolan Jr. and Edwin B. Alderson Jr. Filed Dec. 24, 1990.

■ **KKIX(FM) Fayetteville, AR** (BTCH901224EF; 103.9 mhz; 3 kw; ant. 510 ft.)—Seeks transfer of control within Noalmark Broadcasting Corp. for $1.007 million (see KELD[AM]-KAYZ[FM] El Dorado, AR, above). Filed Dec. 24, 1990.

■ **KTIP(AM)-KIOO(FM) Porterville, CA** (AM: BAL901228EE; 1450 khz; 1 kw-U; FM: BALH901228GL; 99.7 mhz; 24 kw; ant. 690 ft.)—Seeks assignment of license from Porterville Broadcasting to Double M Broadcasting Inc. for $91,453. Seller is headed by Euphonic Broadcasting Inc., Peninsula Radio Investor, Kagan Venture Fund, Kagan Capital Management, Norman Glaser and Paul F. Kagan. Kagan Venture Fund owns 99% interest in Premier Cable Ltd. II, which operates cable TV systems in California, Montana and Idaho. Buyer is headed by Monte Moore (54%), Frank Haas (44%) and Larry Cotta (2%), and has no other broadcast interests. Filed Dec. 28, 1990.

■ **KAIM-AM-FM Honolulu** (BTC901205EA; 870 khz; 50 kw-U)—Seeks transfer of control from Christian Broadcasting Association to Billy Graham Evangelistic Association through change in manner of nominating and removing directors. Transferees are William F. Graham and his son W. Franklin Graham III, Clifford B. Barrows, Allan C. Emery Jr., John R. Corts, George F. Bennett and George M. Wilson. Several

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Feb 4

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 23
Networks prepare for battle on the home front: February sweeps

BUSINESS / 34
Chasing debtors: Credit managers face old, new problems collecting bills

RADIO/ 27
RAB unveils marketing plan; nuclear attack report elicits FCC investigation

MEDIA / 43
Religious broadcasters aim to fight reregulation, expand abroad

"LOVE" FROM COAST TO COAST.

Sold to WCBS New York, KNBC Los Angeles and 42 stations in between!

LOVE STORIES

HOSTED BY EMMA SAMMS

A RALPH EDWARDS/STU BILLETT PRODUCTION

WARNER BROS. DOMESTIC TELEVISION DISTRIBUTION
A Time Warner Company

Vol. 120 No. 5

DAB'S DAY IN THE SUN

Revolutionary radio system wins endorsement by NAB

THIS WEEK

15 / HERE COMES DAB

The prospect of a new radio medium taking the place of today's AM and FM sprang virtually full-blown from NAB's annual winter board meeting in Naples, Fla. The association not only has endorsed the concept of digital audio broadcasting (DAB) but wants to become a proponent and North American licensee of a leading format (Eureka 147). It may be the blueprint for radio's future.

16 / STATUS QUO

NAB's television board was less adventurous, reaffirming what everyone knew: it wants must carry and must pay and remains leery of telco entry. But it has agreed to talk with telcos, and has charged the staff with opening doors.

18 / PRIORITIES

Senate Commerce Committee Chairman Ernest Hollings is calling for a "broad look" at communications policy. Commerce will focus on communications issues during the 102nd Congress, he said, adding that he wants to "sit down" with FCC Chairman Al Sikes and the committee's John Danforth to see "where we can work together."

19 / OVERRIDING WAR COVERAGE

CLEARED BY
US MILITARY

ABC NEWS PHOTO

Scenes from war (page 19).

A majority of the nation's TV stations are expected to reduce their coverage of the Persian Gulf war as they enter the February sweeps period. But stations are also prepared to increase coverage on a day-by-day basis if they believe developments in the region warrant more attention.

20 / OPTIONS EXERCISED

After a two-week delay, network advertisers for the most part exercised options on their second quarter upfront buys. While it was not as bad as expected, advertisers are said to have cancelled between 20% to 25% of the 50% of buys that could have been cancelled without penalty. Last year, only 10% to 15% was cut in the second quarter. The massive preemptions for war coverage, which, according to one estimate, have cost the networks between $30 million and $40 million, are not expected to fill a whole lot of inventory.

22 / TAKING SIDES ON CHILDREN'S TV ACT

At least 56 companies and associations commented to the FCC on the details of the Children's Television Act of 1990. Those from broadcasters and public interest groups differ radically on basic definitions, and most say that operators are liable for cable network violations.

23 / FEBRUARY SWEEPS

ABC, CBS and NBC are each heading into this month's sweeps period with high-profile programing, including two-night mini-series and a list of made-for-television movies. Fox, meanwhile, will not preempt its regular series schedule during the ratings month. It is, however, presenting special star-studded versions of its regular shows.

25 / COLORIZED VERSION

Koch Communications will launch a 26-title package of colorized films—many of which are in the public domain—that the company will market to independent and affiliate stations for prime time and early and late fringe time periods.

27 / RAB MSC REPORT

Attendance at the RAB's 11th annual Managing Sales Conference in Nashville was down from 1990, but

The Redgrave sisters in ABC's *What Ever Happened to Baby Jane?* (page 23).

those sales managers who made the trip generally agreed the seminars and forums were of practical value. Former Gannett Co. chairman and USA Today founder Allen Neuharth revealed the secrets of his success—learning how to fail—while Motel 6 spokesman/NPR commentator Tom Bodett revealed the common-sense secrets of developing a successful radio ad campaign. Also, RAB and The Richards Group of Dallas unveiled a multi-tiered Radio Marketing Plan for the '90s that includes a series of radio spots and trade magazine print ads.

29 / FALSE ALARM

A KSHE(FM) St. Louis morning personality aired a report, complete with sounds of bombs exploding and a simulated Emergency Broadcasting System tone, that the United States was under nuclear attack last week, prompting calls from listeners and an FCC investigation into the broadcast.

30 / NPR WAR COVERAGE

The National Public Radio board of directors has voted to seek $750,000 in voluntary funds from its member stations to continue its expanded coverage of the Persian Gulf War.

31 / SO FAR, SO GOOD

The first Scientific-Atlanta interdiction units are being strung in Jones Intercable's rebuild in Elgin, Ill., and so far, Jones says it is "very pleased" with the results.

32 / THINKING BEYOND CABLE

As part of an effort to free her Think Entertainment to produce for venues other than cable, Shelley Duvall has bought out her Tele-Communications Inc., United Artists Entertainment and Newhouse Broadcasting partners' share in the production company, and may have the first of her network projects broadcast by next fall.

President Bush addresses NRB in Washington (page 43).

34 / PAST DUE

Credit managers and controllers in the broadcast/cable world are facing more late payments than usual as the recession starts to take a toll on advertisers and agencies. Some resort to collection agencies when bills are more than three months late; others fear that approach could alienate long-standing clients. Stations are starting to do more investigations before signing a new client. Other problems facing credit managers include agency/advertiser liability. There is no one rule as to who is liable when a payment is missed, and since much of the business is still done without signed contracts, a standard is needed.

36 / UK CABLE HOPES

Britain's cable industry, despite tremendous potential, remains hampered by tight financing and slower-than-anticipated system startups.

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39 / REDUCED INTERNATIONAL BEAT

CBS News anchor Dan Rather, speaking at the Alfred I. duPont-Columbia University Forum in New York, lashed out against news divisions for cutting back on international coverage, adding that events in the Persian Gulf might have been altered had more correspondents been reporting from the region earlier in the crisis.

43 / ONWARD

Celebrating its 48th anniversary, the National Religious Broadcasters Association convened in Washington last week to hear President Bush extol the morality of the war against Saddam Hussein and to hear its own leaders proclaim the readiness of Christian broadcasters to police their own and to fight government regulation at home and to expand their services abroad.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. Broadcasting/Cable introduced in 1989. *Reg U.S. Patent Office. Copyright 1991 by Broadcasting Publications Inc.

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pating some improvement in the business after this year, Koch will release a "minimum of six" films in the package in 1992.

"Realistically, we have to deliver 85% station coverage and then find advertisers that make some sense to us. The networks are cutting rates to $2 household CPM's [cost per thousand viewers]. We need $4 household CPM's and $9 to $9.50 for women, 18-49."

According to Koch, Tintoretto can colorize the movies in the package for approximately $200,000 each, and will start colorizing the films in March or April. **-SM**

CABLE SUBSTITUTE

United Video Inc., satellite carrier of superstation WGN-TV Chicago, is carrying *Under 18...Not Admitted*, a half-hour first-run dance strip for cable systems that have to black out WGN-TV to meet FCC syndication exclusivity rules that certain broadcast stations have been granted for syndicated programing in their markets. A UVI spokesman said the program is the first show to be produced specifically to fill syndex blackout gaps, and that *Flip* magazine is underwriting the production of the 20 initial episodes of *Under 18* to be produced by On-Air Productions, Fort Lauderdale, Fla. Hosts are Alan Hunter (formerly a VJ with MTV) and Linda Energy (formerly a DJ with WPLJ(FM) New York). Instead of carrying WGN-TV's signal, UVI is transmitting *Under 18* on the station's transponder to cable operators Monday-Friday at 6:30 p.m. ET (blacking out *Perfect Strangers*).

RATINGS ROUNDUP

Week 19 **NTI Network Prime Report for week of Jan. 21-27**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1		41.8/63	A	Super Bowl XXV
2		31.7/54	A	Super Bowl Kick-Off
3		25.7/39	A	Super Bowl Postgame
4		21.1/31	N	Cheers
5	▼	19.4/27	A	Roseanne
6		18.9/27	C	Murphy Brown
7	▲	18.4/31	N	Empty Nest
8	▲	18.2/31	N	Golden Girls
9	▲	17.5/28	A	Full House
10		16.9/25	N	Cosby Show
10	▲	16.9/24	A	Coach
12		16.7/25	N	Unsolved Mysteries
13	▲	16.5/24	C	Major Dad
14	▲	16.0/23	C	Rescue: 911
15		15.9/24	C	Good Sports Spec.
16		15.5/25	C	Lonesome Dove, Pt. 3
16		15.5/25	A	Davis Rules Spec.
18		15.4/24	C	Lonesome Dove, Pt. 4
19		14.9/21	A	Family Matters Spec.
19		14.9/22	N	Wings
19		14.9/23	A	Wonder Years
22	▼	14.8/21	N	Matlock
22	▼	14.8/22	A	Who's the Boss?
24		14.6/22	A	Doogie Howser, M.D.
25	▲	14.5/21	C	Evening Shade
26		14.4/22	A	Growing Pains
27	▲	14.1/25	N	Carol & Company
27	▲	14.1/21	F	The Simpsons
29		13.7/21	C	Lonesome Dove, Pt. 2
29		13.7/20	N	Night Court
31	▼	13.3/20	N	Fresh Prince Of Bel Air
32		13.3/21	C	War In The Gulf-Mon.
32		13.2/22	C	War In The Gulf-Fri.
34		12.6/20	A	New Kids Block: Disney
34	▲	12.6/23	A	20/20
36		12.3/19	A	Married People
37	▲	12.2/23	N	Dear John
38		12.1/18	A	MacGyver
39		11.6/18	C	60 Min. War Diary Spec.
39	▼	11.6/19	N	Heat Of The Night
41		11.4/19	N	L.A. Law
42	▼	11.3/17	N	Movie: Morris Dees Story
43	▼	11.0/17	A	Movie: Last To Go
43	■	11.0/17	N	Seinfeld
45	▼	10.9/16	N	Blossom
45		10.9/18	A	Primetime Live
47	▼	10.8/17	C	Movie: Mary Gray
47	▲	10.8/19	N	Fanelli Boys
47		10.8/17	C	Guns Of Paradise
50		10.7/16	C	48 Hours
50		10.7/18	N	Hunter
52		10.6/16	A	Father Dowling
52	▼	10.6/15	C	Murder, She Wrote
54	▲	10.5/17	A	thirtysomething
55	▼	10.2/18	N	Amen
56	▼	10.0/17	A	Perfect Strangers
57	▼	9.8/15	N	Movie: Little White Lies
58		9.1/14	C	Top Cops
59	▲	8.9/16	C	Sons & Daughters
60	▼	8.7/15	A	Young Riders
61	▼	8.4/14	N	Dark Shadows
62		8.3/14	A	Equal Justice
63	▲	8.1/12	F	Babes
63	▼	8.1/12	F	In Living Color
65	▼	7.4/11	F	Married...With Children
66		7.3/13	C	Candid Camera Spec.
67		7.2/11	A	Gabriel's Fire
68		7.0/13	N	Midnight Caller
68		7.0/13	A	Tag Team
70		6.9/11	N	Figure Skating Champ.
71	▲	6.8/11	F	America's Most Wanted
72	▼	6.7/11	F	Cops 2
73	▼	6.6/10	F	Beverly Hills, 90210
74		6.3/9	F	Movie: License To Drive
75	▼	6.1/10	F	Cops
75		6.1/11	C	Uncle Buck
77		6.0/10	A	Under Cover
78	▼	5.8/8	F	Get A Life
78		5.8/10	C	Lenny
80		5.4/9	C	All-Madden Team
80	▼	5.4/10	F	Totally Hidden Video
82	▼	5.2/8	F	Parker Lewis
82		5.2/8	N	Real Life Spec.
84	▼	4.5/8	F	Comic Strip Live
84		4.5/7	N	News Sp.: Am. At War
86	▼	4.4/7	F	Good Grief
87	▼	4.3/7	F	Haywire
87	▼	4.3/7	F	True Colors
89	▼	3.6/6	F	Against The Law

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$525,000** □ **3**
FM's □ **$5,000** □ **2**
AM-FM's □ **$16,112,978** □ **6**
TV's □ **$2,300,000** □ **1**
Total □ **$18,942,978** □ **12**

Year to Date:
AM's □ **$3,775,000** □ **15**
FM's □ **$30,323,362** □ **26**
AM-FM's □ **$26,385,978** □ **19**
TV's □ **$66,085,000** □ **7**
Total □ **$126,569,340** □ **67**

For 1989 total see Feb. 5, 1990 BROADCASTING.

KLOE(AM)-KKCI(FM) Goodland, Kan. □ Sold by Ross Beach to Robert E. Schmidt for $14,137,978. Price includes $4,137,978 cash at closing and a $10 million promissory note. Transfer includes KCOW(AM)-KAAQ(FM) Alliance and KOOQ(AM)-KELN(FM) North Platte, both Nebraska; KWBW(AM)-KHUT(FM) Hutchinson, KAYS(AM)-KHAZ(FM) Hays, and KHOK(FM) Great Bend, all Kansas, and KFEQ(AM) St. Joseph, Mo. Beach is transferring 60% of outstanding stock to KAYS Inc., headed by Schmidt. He owns 49.3% of KAYS, licensee of KAYS-KHAZ, KHOK, KKCI and KVOP(AM)-KATX(FM) Plainview, Tex. KAYS also owns cable TV systems in Hays, Goodland, Ellis, Wakeeney, Russell and Hoxie, all Kansas. Schmidt also owns 49.3% of KFEQ Inc., licensee of KFEQ(AM); 40% of KLOE Inc., licensee of KLOE(AM) and KCOW(AM)-KAAQ(FM); 50% of Valley Communications Inc., licensee of KOOQ(AM)-KELN(FM), and 49.3% voting stock of Beach Schmidt Inc. Station licensees are also headed by Norman W. Jeter and Kenneth R. Braun. KLOE has an adult contemporary format on 730 khz with 1 kw day and 50 w night. KKCI has a light rock format on 100.7 mhz with 100 kw and antenna 430 feet above average terrain.

KCIT-TV Amarillo, Tex. □ Sold by Ralph C. Wilson Industries to KCIT Acquisition Co. for $2.3 million cash at closing. **Seller** is headed by Ralph C. Wilson Jr., David N. Olsen, Jeffrey C. Littman and P. Jane Wright, and is licensee of WEVV(TV) Evansville, Ind., and is 75% shareholder of KICU-TV San Jose, Calif. **Buyer** is headed by F. Lanham Lyne Jr. (50%), Martha Steed Lyne Management Trust (25%), Peter D'Acosta (20%) and Charles R. Hart (5%). Lyne, D'Acosta and Hart have interests in BSP Broadcasting Inc., licensee of KJTL(TV) Wichita Falls, Tex., and is licensee or permittee of five translator LPTV's in Oklahoma and Texas. KCIT-TV is Fox affiliate on ch. 14 with 1,280 kw visual, 10 kw aural and antenna 1,521 feet above average terrain. *Broker: Kalil & Co. Inc.*

KVOR(AM)-KSPZ(FM) Colorado Springs □ Sold by Unistar Holdings Inc. to SPZ/VOR Inc. for $1.5 million cash in stock purchase agreement; 100% of stock will be transferred; price includes noncompete covenant. **Transferor** is headed by Carl T. Robinson and William C. Moyes. **Transferee** is headed by Robinson (50%), Moyes (50%) and Kenneth Weiland, and has no other broadcast interests. KVOR has newstalk format on 1300 khz with 5 kw day and 1 kw night. KSPZ has adult contemporary format on 92.9 mhz with 53 kw and antenna 2,130 feet above average terrain.

KGRE(AM) Greeley, Co. □ Sold by New Directions Media Inc. to Keith M. Ashton Sr. for $275,000 cash at closing. **Seller** is headed by Robert D. Zellmer and Marjorie M. Zellmer (80.5%) and Paul L. Coates, and is licensee of KKGZ(AM) Brush and KRDZ(AM)-KATR-FM Wray, both Colorado. Robert Zellmer is general partner of KKDD FM Broadcasters, licensee of KKDD(FM) Brush, Co. **Buyer,** Ashton, along with his wife Valerie Ashton jointly own minority stock interest in assignor and have no other broadcast interests. KGRE is fulltimer with country format on 1450 khz with 1 kw.

KKMX-AM-FM Hayden, Co. □ Sold by Radio Colorado to Gardiner Broadcast Partners Ltd. for $275,000. Price includes $190,000 cash at closing, $10,000 escrow deposit, $75,000 five-year promissory note at 10% and five-year noncompete covenant. Seller is headed by Dwight H. Gayer and has no other broadcast interests. Buyer is headed by Gardiner Broadcasting Corp., general partner (100%); Clifton H. Gardiner (75%); Rex R. Miller (15%), and Patrick J. O'Keefe (10%), and has no other broadcast interests. KKMX has CHR format on 1000 khz and 10 kw day. KKMX-FM has CHR format on 95.9 mhz with 63.1 w and antenna 602 feet above average terrain.

For other proposed and approved sales see "For the Record," page 47.

CLOSED!

The sale of KRGE-AM/KRIX-FM, Brownsville, Texas from Daytona Group of Texas, Inc., Norman S. Drubner, Principal to Sunbelt Radio Group, Inc., Richard N. Lea, Principal for $1,100,000.

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FOR THE RECORD

As compiled by BROADCASTING from Jan. 24 through Jan. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. Freq—frequency. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic—license. m—meters. mhz—megahertz. mi.—miles. MP—modification permit. mod.—modification. N—night. pet. for recon.—petition for reconsideration. PSA—presunrise service authority. pwr.—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl.—unlimited hours. vis.—visual. w—watts. *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KVOR(AM)-KSPZ(FM) Colorado Springs, CO** (AM: BTC910115EQ; 1300 khz; 5 kw-D, 1 kw-N; FM: BTCH910115ER; 92.9 mhz; 53 kw; ant. 2,130 ft.)—Seeks transfer of control from Unistar Holdings Inc. to SPZVOR Inc. for $1.5 million in stock purchase agreement; 100% of stock will be transferred. Transferor is headed by Carl T. Robinson and William C. Moyes. Transferee is headed by Robinson (50%), Moyes (50%) and Kenneth Weiland, and has no other broadcast interests. Filed Jan. 15.

■ **KGRE(AM) Greeley, CO** (BAL910109EC; 1450 khz; 1 kw-U)—Seeks assignment of license from New Directions Media Inc. to Keith M. Ashton Sr. for $275,000. Seller is headed by Robert D. Zellmer and Marjorie M. Zellmer (80.5%) and Paul L. Coates, and is licensee of KKGZ(AM) Brush and KRDZ(AM)-KATR-FM Wray, both Colorado. Robert Zellmer is general partner of KKDD FM Broadcasters, licensee of KKDD(FM) Brush, CO. Buyer, Ashton, along with Valerie Ashton jointly own minority stock interest in assignor, and have no other broadcast interests. Filed Jan. 9.

■ **KKMX-AM-FM Hayden, CO** (AM: BAL910115EM; 1000 khz; 10 kw-D; FM: BALH910115EN; 95.9 mhz; 63.1W; ant. 662 ft.)—Seeks assignment of license from Radio Colorado to Gardiner Broadcast Partners Ltd. for $275,000. Seller is headed by Dwight H. Gayer and has no other broadcast interests. Buyer is headed by Gardiner Broadcasting Corp., general partner (100%), Clifton H. Gardiner (75%), Rex R. Miller (15%), and Patrick J. O'Keefe (10%), and has no other broadcast interests. Filed Jan. 15.

■ **KLOE(AM) and KKCI(FM) both Goodland, Kansas** (AM: BTC910115EA; 730 khz; 1 kw-D, 50 w-N; FM: BTCH910115EI; 100.7 mhz; 100 kw; ant. 430 ft.)—Seeks transfer of control from Ross Beach to Robert E. Schmidt for $14,137,978. Transfer includes KCOW(AM)-KAAQ(FM) Alliance and KOOQ(AM)-KELN(FM) North Platte, both Nebraska, KWBW(AM)-KHUT(FM) Hutchinson, KAYS(AM)-KHAZ(FM) both Hays and KHOK(FM) Great Bend, all Kansas, and KFEQ(AM) St. Joseph, MO (see below). Beach is transferring 60% of outstanding stock to KAYS Inc., headed by Schmidt. Station licensees are also headed by Norman W. Jeter and Kenneth R. Braun. Schmidt owns 49.3% of KAYS, licensee of KAYS(AM), KHAZ(FM), KHOK(FM) and KKCI(FM), and KVOP(AM)-KATX(FM) Plainview, TX. KAYS Inc. also owns cable TV systems in Hays, Goodland, Ellis, Wakeeney, Russell and Hoxie, all Kansas. Schmidt also owns 49.3% of KFEQ Inc., licensee of KFEQ(AM); 40% of KLOE Inc., licensee of KLOE(AM) and KCOW(AM)-KAAQ(FM); 50% of Valley Communications Inc., licensee of KOOQ(AM)-KELN(FM), and 49.3% voting stock of Beach Schmidt Inc. Filed Jan. 15.

■ **KHOK(FM) Great Bend, KS** (BTCH910115EH; 99.5 mhz; 100 kw; ant. 516 ft.)—Seeks transfer of control from Ross Beach to Robert E. Schmidt for $14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KAYS(AM)-KHAZ(FM) Hays, KS.** (AM: BTC910115EF; 1400 khz; 1 kw-U; FM: BTCH910115EG; 99.5 mhz; 100 kw; ant. 516 ft.)—Seeks transfer of control from Ross Beach to Robert E. Schmidt for $14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KJTH(FM) Hiawatha, KS** (BALED910110HI; 91.1 mhz; 398 w; ant. 134 ft.)—Seeks assignment of license from Hiawatha Educational Broadcasting Foundation to Joy Public Broadcasting Corp. for $5,000.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1B

Broadcasting Feb 11

Reaching over 117,000 readers every week 60th Year 1991

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Morning shows: Waking up to war; CBS revives 'Northern Exposure'

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ABC Radio reorganizes, key staff promoted

WASHINGTON / 64
'92 budget proposes 'user fee' for FCC services; fee could produce up to $71 million

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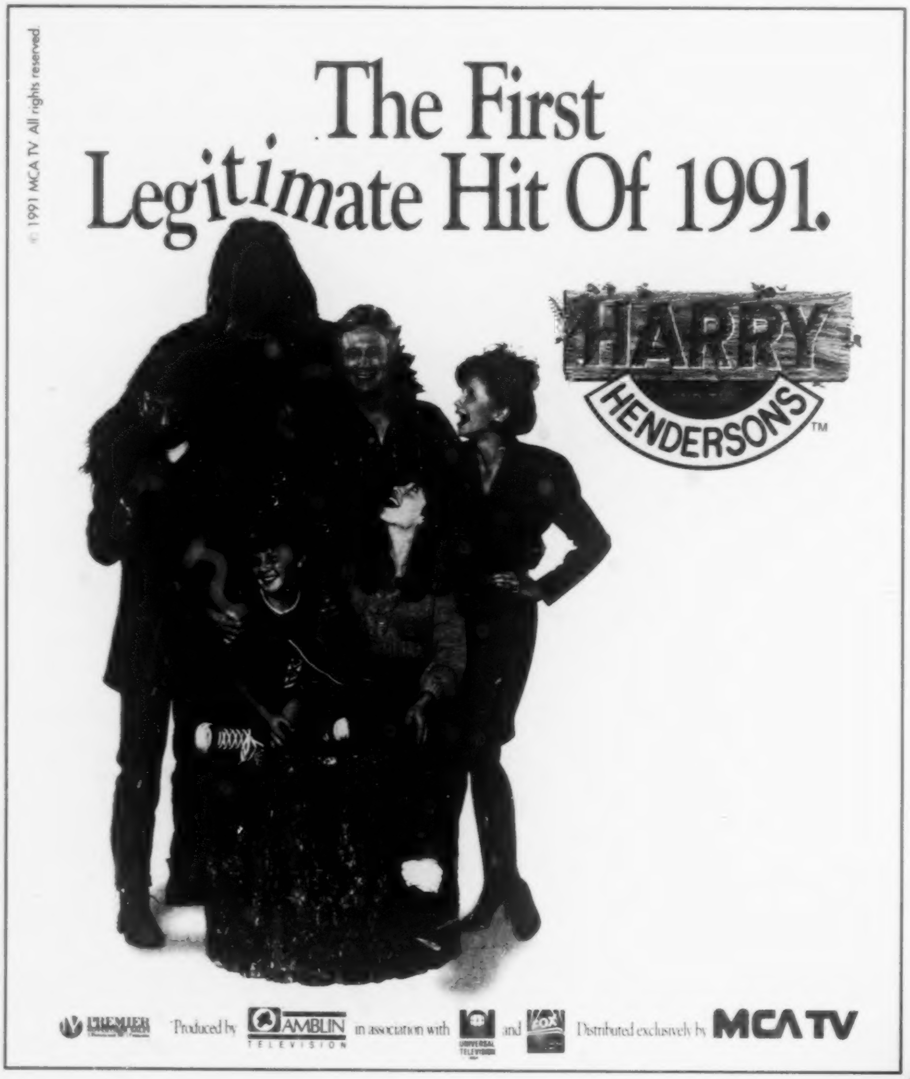
SMPTE: All-digital video editing; HDTV cameras, sound, screens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STATION / CABLE TRADING 1990

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SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

Broadcasting Feb 11

THIS WEEK

Station/cable sales 1990: Tough year for traders (page 57)

27 / SEE SPOT FALL

Auto industry woes and advertiser skittishness over war coverage are contributing to bearish predictions for first-quarter spot, with advertisers cancelling or postponing buys. "I can't imagine that January is not a disaster for everyone," commented one TV group owner.

28 / WAR WATCH

While other networks are trying to get to Baghdad, ABC has already gotten visas and is contemplating whether and how to report from there. Peter Arnett and CNN are increasingly coming under fire from the Hill and the public for Iraqi-censored reports.

30 / NECK AND NECK

NBC recorded its third consecutive third-place finish in the prime time ratings race. ABC and CBS are looking for more of the same, while NBC, still ahead by a nose in the season race, sees its recent performance as an anomoly attributable in large measure to atypical factors such as war coverage fallout, Super Bowl and sweeps specials.

30 / ALL IN FAMILY

Tribune Entertainment's *Geraldo* and *The Joan Rivers Show* have moved to Tribune-owned WPIX-TV in New York. Prior to the deal, time slots for the programs on incumbent stations WCBS-TV (*Geraldo*) and WNBC-TV (*Joan Rivers*) were in question as the market prepares for next fall's crowded lineup of new talk shows.

31 / TO PAY OR NOT TO PAY

Cable industry is divided over a Turner plan to enlist operator help in defraying the cost of CNN's war coverage, with Turner apparently prepared to go ahead with the proposal once it secures a comfortable majority.

32 / SURVEYING SALARIES

Just-released results of the annual Radio-Television News Director's Association salary survey show most television and radio news salaries lagged behind the cost of living in 1990. The biggest salary gains were made by news staffers at independent TV and major market radio stations, while the biggest drop was among small market radio news directors.

34 / LOOKING AHEAD

At an IRTS panel in New York, industry executives talked about the media's future. One thing that doesn't appear to fit into NBC's larger plans is Sky Cable.

37 / SPECIAL REPORT: STATION/CABLE TRADING

With broadcast and cable prices plummeting last year, brokers point to economic recession as the cause and industry shakeout as the expected effect. Buyers and sellers of broadcast and cable properties are finding it increasingly difficult to acquire financing. However, there is cautious optimism for a comeback in 1991 for both the cable and broadcast industries.

52 / MORNING REPORT

Persian Gulf news has forced the network morning shows to scrap their traditional approaches to the February sweeps. War-related ratings for the programs last week were still outpacing 1990, although the numbers continued to drop from their Jan. 17 peak.

53 / MORE 'EXPOSURE'

As difficult as it is in today's network arena for a new show to succeed, *Northern Exposure*, created and produced by Joshua Brand and John Falsey, has taken an even tougher route than normal to make it to its second go-around on CBS.

58 / NEWS BOOST

The war gave news-formatted radio an increased overall share of listeners during January, according to analysis by Birch Scarborough Research. The share for the top-10 market news stations increased by an average 66%.

60 / SPORTS TALK

SportsChannel America is looking into the sports news business, attractive because of its low cost and differentiation from other services.

61 / EXTENDED FAMILY

Family Channel plans to launch a UK service and is exploring other overseas channels.

61 / SADDLE SORES

Cowboy Channel, which has been looking for equity investors, has put launch on hold.

62 / FUNNY BUSINESS

Operators are awaiting word on particulars of comedy cable service resulting from merger of HA! and The Comedy Channel.

64 / PRESIDENTIAL BUDGET

President Bush's fiscal 1992 budget calls for the establishment of an annual fee for FCC services. The so-called user fee would bring in up to $71 million in addition to filing and application fees the FCC now charges.

65 / KUDOS FOR FCC REFORMS

Applications are moving through the FCC more quickly these days, thanks in large part to changes implemented by Mass Media Chief Roy Stewart. Those changes have included delegating some of the FM Branch's responsibility to the TV and LPTV branches of the Video Services Division, and filing applications and fees at a lockbox bank in Pittsburg.

66 / TEEN PROGRAMING OVERSEAS

NBC is pitching foreign broadcasters on a one-hour teen-targetted programing block made up of two NBC-produced half-hours: *Saved by the Bell* and *Guys Next Door.*

'Sarah, Plain and Tall' boosted CBS's prime time fortunes (page 30)

67 / FOURTH-QUARTER BLUES

The fourth-quarter went out with a whimper as the recession took its toll on broadcasters' bottom lines.

69 / GROUP GROWTH

Numerous TV groups have been formed over the past two years, particularly among UHF broadcasters, according to an NAB study.

72 / FACING THE NATION

Pentagon spokesman Pete Williams has a tough job. He has to keep both the military and the media happy. So far, the former broadcast journalist seems to be meeting that challenge and has won the admiration of reporters on the beat.

74 / DIGITAL DETROIT

Paper sessions and panels on all-digital video production and simplified digital interfaces were the highlight of the Society of Motion Picture and Television Engineers' 25th Television Conference in Detroit. Advances in audio, camera and flat-panel display technology for HDTV were also announced during the two-day meeting.

76 / WORLDNET ABROAD

Worldnet, the federal government's global television network, plans to expand its services to Latin America, the Soviet Union and Eastern Europe. At the same time, Worldnet will coordinate an international satellite teleconference interconnecting interested parties in advance of this year's National Association of Broadcasters annual convention. Worldnet also has begun to arrange a similar teleconference for NATPE International next year.

95 / A WORLD OF CELS AND SHELLS

From "yabba dabba doo" to "cowabunga," veteran artist and distributor Fred Wolf has put his stamp on television animation. His company's most notable offering, the "Teenage Mutant Ninja Turtle" crew, is a hit in syndication and on CBS and has proved a drawing card for other business.

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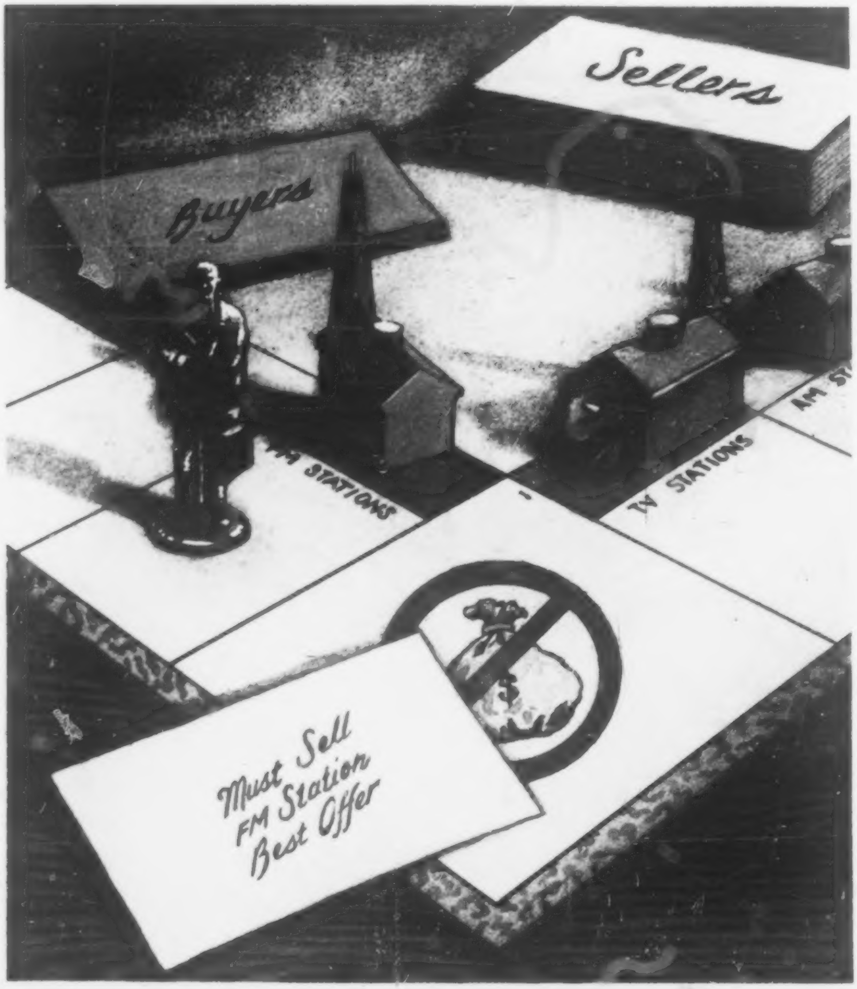
SPECIAL REPORT



STATION TRADING 1990: PICKING UP THE PIECES

Total dollar volume of station sales fell to $1.98 billion, off 39% from 1989; station prices continued to fall for all but FM's, which showed modest 2% gain

A year ago, brokers were bracing for a tighter, leaner market, and they got it.

With prices in 1990 continuing the slide begun in 1989, it was, as broker Bob Mahlman Jr., Mahlman Co., put it, another year of "massive devaluation of [broadcast] properties."

The total dollar volume of station sales was off 39%, falling from $3.24 billion in 1989 to $1.98 billion last year, according to BROADCASTING. But, more important, the average price of most classes of stations also fell: AM's, down 52%; AM-FM combos, down 21% and TV's 34%. Only FM's showed a gain, and it was slight, at 2%.

Prices during the late 1980's, said Norman Fischer, president of Norman Fischer & Associates, "escalated beyond reason, [but they have] come down with a bang."

"The market is shaking out," said Todd Hepburn, of the Ted Hepburn Co. "It's back to reality."

And "reality," by most estimates, is not pretty. Even the most optimistic observers think that the earliest the market will begin to show signs of life is the third quarter. The less optimistic say the next upward swing will not occur until early 1992.

The market has gone sour, said Frank Kalil, president of Kalil and Co., because of "the availability, not the cost, of capital." And that is due, in part, he said, to the inability of either broadcasters or lenders to predict advertising revenues.

"There were some cataclysmic events that severely jolted the market," said Richard Blackburn, president of Blackburn & Co., citing tktktk. As a result, prices plummetted, and 1990 rumbled with the resulting explosion of foreclosures, bank workouts and stations in technical default. In fact many stations bought two, three or four years ago were sold in 1990 for less than they were bought for. In many cases, said Mahman, "sellers tried to work a deal that hurt the least."

That the total number of deals increased in 1990 may have been just another sign of the poor market. Many sales were distress and receiver sales, especially in smaller markets. Ray Rosenblum, a Pittsburgh-based regional broker, said that he has done more deals this year than in years past. "I'm getting more requests for apprasials from owners who have to satisfy bankers. Even banks are calling in and checking my appraisals." This year, Rosenblum said, he has sold several stations that are off the air and fears that there may be an increase in the auctioning of properties.

One would think that with values declining, potential buyers would be anxious to capitalize. However, the "perception gap" between buyers and sellers has kept the market sluggish, and even those who are openly shopping for properties have chosen to play the waiting game. Another factor: while the senior lending credit crunch has been well documented, the contraction of subordinated lenders and venture capital firms also impacted heavily on the market. Buyers have to come up with more equity to make deals happen, and sellers have to lower demands or be prepared to take back paper.

Although brokers have been forecasting the decline for the last two years, their foresight did not prevent two major firms—Americom and Chapman Associates—from closing, and several other firms from scaling back operations and moving offices out of cities and to the suburbs.

Compounding problems is the fact that many stations were refinanced for the second time in 1990. There is little chance that those stations will be given a third try. But more importantly, there does not seem to be any money for those stations that need to refinance their debt for the first time (which was a common practice). They "kind of plugged the holes," said TV broker Howard Stark.

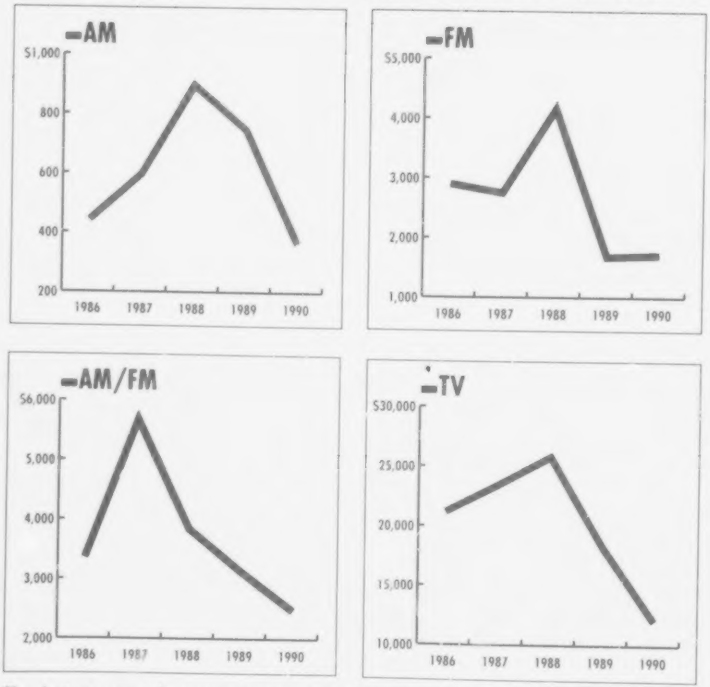
If there is a positive side to the current environment, many say, it is that "turn-around" deals that helped create artificially high prices during the boom died in 1990. A turn-around deal was essentially an investor buying a station almost entirely on principal-deferred debt (typically interest only is paid for the first two, three or four years of the loan's life) during a high inflation, high growth period. The investor cut costs (often by massive reductions in staff), then sold the station before the principal was due. If the station's value rose by 10%-20% a year, which it most likely did during the boom, and the investor was able to maintain or increase short-term revenues while decreasing costs, the investor could have made a fortune. Although turn-arounds were good for the investor (if he got out before the end of 1989), they usually left the station in a weakened position.

In the coming year, brokers are expecting a slight increase in the number of transactions, although there probably will not be a corresponding increase in prices. The big "if" in this is the banks. With some redefinition of HLT's and bank reserve limits, there could be more money for senior financing.

"The crux of the matter," said Don Bussell of Questcom Radio Brokerage, "is will the government ease up on the HLT guidelines and allow banks to become more active in our industry once again."

But if the banking crisis worsens, and the economy slips into a deeper recession as a result of it, the market's prob-

BROADCASTING'S WANING AVERAGES



The charts represent the average prices (in thousands of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations and TV stations over the past five years, according to sales data collected by BROADCASTING. Stations sold as part of group deals are not included in averages due to unavailability of individual prices.

lems could continue. Few expect ad revenue growth in the coming year, citing the economic recession and the war as primary factors. But Mahlman cautions that "buyers are making a mistake if they are waiting for prices to drop any further."

And some believe, with an easing in banking regulations, banks may be able to lend as much as half or one multiple more to help create some cushion. Instead of having a strict policy not to lend above, say, four times cash flow, a lender may be willing to lend 4 1/2 or five times cash flow. It may help them protect their deals. Bankers, the brokers believe, are re-educating themselves to the peculiarities of broadcast properties.

If there is to be any easing of banking regulations, it will not happen until Summer 1991 at the earliest. Some cable operators, according to one regional banker, have been lobbying to get the definition of HLT's loosened. Examiners are possibly going to be under instructions to ease up on interpretations of HLTs, he said. They may make more loans, but the loans will be considerably more conservative than in the past, he said, adding: "Get used to the new reality."

The banks, still hurting from real estate loans that are not performing, have not been particularly hurt by broadcasting. Said one banker: "It was not broadcasting, but if you have a whole bunch of nonperforming loans you have to constrict yourself, and communications often times is not considered a bread and butter industry."

Although the banks may loosen a little, not all brokers are counting on that to signal a turnaround. The recent drop in interest rates will take some of the pressure off people with a floating-rate debt, but radio broker Gary Stevens does not think that will be enough. What Stevens is starting to see more of are workout situations where someone with a strong balance sheet can assume some debt and take over a property. And although seller paper is being used more often, Stevens said, deals that include pre-negotiated seller paper are few and far between. "You see it at deadline when the buyer is short a million," he said. As for the year ahead Stevens expects a continued, protracted period of inactivity. "I can get listings all day long, but I can't sell so I won't take them," he said.

However, a more optimistic Dean Meiszer, president of R.C. Crisler Co., said the 1% drop in interest rates will have an immediate impact on stations, especially those highly leveraged. For

STATION AVERAGES 1989-90

Type	*1990*	*1989*	*% chng*
AM	**363**	**745**	**(52%)**
FM	**1,705**	**1,672**	**2%**
AM-FM	**2,476**	**3,132**	**(21%)**
TV	**12,016**	**18,326**	**(34%)**

Chart represents average price of sales (in thousands of dollars) approved by FCC, by not necessarily closed. Transfers involving little or no consideration excluded in calculating averages. Also excluded were stations in group deals due to unavailability of individual prices.

many stations, he said, the drop will help offset reductions in network compensation and advertising revenues. He said any drop in costs will help stations "to meet their projections."

Randy Jeffery of Media Venture Partners has also seen the banks "get in touch with the climate under which buyers are willing to buy today."

Perhaps in response to the credit crunch and changes in their own regulation, commercial credit companies like AT&T Commerce Finance and Chrysler Capital Corp. have set up media departments. Jeffery is also looking for a possible infusion of foreign money into the marketplace.

Bill Steding of Star Media agrees that alternative financing is key. "Now, almost no new senior debt financing is available through U.S. commerical banks. You've got to go to commercial finance companies, foreign banks, and the sellers themselves," with the goal of creating as close to a cashless transaction as possible. If you can create that circumstance, where just paper (in the form of debt) changes hands, said Steding, your chances of closing a deal will increase 200%.

But Fischer, like many, believes "the slow spell will continue until the lending environment loosens up." He said he "sees no sign of it" happening in 1991.

Kalil said before the war broke out, he expected the market to begin improving by the third quarter. But now he is not so sure, he said. "Ending of the war will have a great deal to do with our recovery," he said. Nevertheless, he is "bullish on the future."

Weathering 1991 seems to be the key. Most brokers believe 1992, with the revenue boosts from the elections and the Summer Olympics in Barcelona, will bring back at least a semblance of the 1980 boom years. **—PJS,JF**

CABLE: WHERE THE ACTION WASN'T IN 1990

Daniels leads in deals that closed this year, which were largely holdovers from 1989

Cable system dealmaking was notable for its absence in 1990, with the financial crisis in the lending markets bringing trading to a virtual halt.

The deals getting done in 1990 were largely completions of those that began in 1989. BROADCASTING identified only four cable deals with 10,000 or more subscribers originated in 1990, with the largest being a refinancing involving Colony and Palmer [160,000 subscribers].

In straight system deals that originated in 1990, Cencom purchased Insight systems near St. Louis serving 72,000 subscribers; Continental purchased two Massachusetts systems from Colonial Cable that served 20,000 subscribers and Tele-Communications Inc. bought several Pennsylvania systems serving 16,800 subscribers from Susquehanna Broadcasting.)

Because so few deals were being done, the per-subscriber price for cable systems was all over the map, ranging from $1,500 to $3,000 per subscriber. A better figure to determine the value of the market, say brokers, is the multiple of cash flow. It is now pegged at between nine and 11, which is lower than the go-go days of the late 1980's, but holding up better than those figures on the broadcast side, cable brokers say.

The market is slowly returning, with brokers saying there are enough deals in the pipeline to make 1991 a respectable year, given the new environment in which each is operating.

Brokers are cautiously optimistic about 1991 because they see players readjusting to the new economic climate. Several reported that sellers have become more "realistic" on appraisals of

37 YEARS OF STATION TRANSACTIONS

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1954	$10,224,047 (187)	$26,213,323 (18)	$23,906,760 (27)	$60,344,130
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1961	55,532,516 (282)	42,103,708 (13)	31,167,943(24)	128,804,167
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230,381,145
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1981	447,838,06 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1988	1,841,630,156 (845)	1,326,250,000 (106)	1,779,958,042 (70)	4,947,838,198
1989	1,148,524,765 (663)	533,599,078 (40)	1,541,055,033 (84)	3,235,436,376
1990	**868,636,700 (1045)**	**411,037,150 (60)**	**696,952,350 (75)**	**1,976,626,100**
TOTAL	$13,521,780,175	$11,664,993,066	$18,382,433,153	$43,569,206,394

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number of stations traded. Now AM-FM combinations are counted as two stations.

*Figures represent group deals involving combinations of radio and TV stations, multiple TV stations or multiple radio stations. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales.

their properties.

What happened—or didn't happen—in 1990, is tied directly to the problems in the financial markets, said John Waller, chairman of Waller Capital. The economy and reregulation concerns affected those markets, but the highly leveraged transaction (HLT) situation was by far the major factor shutting off loan money.

Nonetheless, Waller is sanguine about 1991. "Last year at this time [the financial situation] was unraveling week to week," he said. It took three to four months to bottom out and "now we've had nine months of adjustment," he said.

"There is a glimmer of activity," Waller said, as old line buyers such as Tele-Communications Inc. return. "Sellers are more realistic," he said, as both sides have readjusted to a new way of doing business. Although the debt market hasn't returned, said Waller, equity has.

"I don't foresee the economy and bank [situation] changing any time soon," said Waller, who sees little hope in gaining a cash-flow definition for HLT's, although there may be a change in the qualitative value of loans by regulators. The financial markets may not return to their late 1980's vigor until the mid 90's, said Waller.

Still, Waller said he sees a lot of opportunity in the cable business, with upsides in penetration and revenue per subscriber. Among new trends Waller has seen are systems changing hands and the debt staying in place. He's also seen a number of deals where the buyer has initiated the sale, retaining brokers to find them a property to buy.

As for system prices, Waller said they vary widely, but the best evaluation continues to be 10 to 11 times cash flow.

Waller is presently brokering the Staten Island deal, along with a number of systems totaling 150,000 subscribers.

> *"I think the big guys are going to return [to the market] but they are going to be selective."*
>
> **—Phil Hogue**

Like other brokers, Waller has branched out. The company is handling the sale of Microband, the wireless cable operation, and is raising money for a UK cable operation and for the Sci Fi Channel.

CEA President Don Russell points out that HLT's weren't as big a problem as were the changes the HLT classification caused for banks. Because of the HLT requirements, good loans that were being repaid were automatically reclassified as substandard, he said, forcing banks to increase their reserves. Increasing their reserves led to lower profits and took the liquidity out of the market.

Russell believes that by 1992-93, bank lending will loosen up, although it will not be as aggressive as the 1988-89 period. He also thinks that although the subordinated debt market will return, it will not reflect the vigor of 1988-89.

Russell said per-subscriber prices may return to previous levels, but not at the same multiple. He said nine to 11 times cash flow is still a good yardstick, but "I don't see it breaking out on one side or the other."

As for 1991, Russell said "some of the sellers are a little more realistic in their appraisals." He also said CEA is seeing an increase in the number of limited partner liquidations.

CEA is brokering the United Artists Oakland, Mich., system, outside Detroit. It serves 85,000 subscribers, and UA, as general partner, is considered a potential bidder for the limited partners' share. CEA also is repping Encom's 45,000 subscriber system near Detroit.

CEA is brokering another UA general limited partnership near Los Angeles, serving 35,000 subscribers, as well as neighboring systems that would add 20,000 subscribers to that count. CEA also is repping the sale of Telesat's 50,000-plus subscriber system in Florida.

Phil Hogue, chairman of Daniels & Associates, said 1991 has started reasonably well for the company, as its diversification is paying off. Five deals closed in January, he said, although only two involved cable. Overall Daniels has more than 100 potential deals in the pipeline, as much as it has ever had, said Hogue, although not all of them will be completed. Slightly less than half are pure cable system deals, he said, with the others either cable or mobile communications financing or miscellaneous deals. "If you have some diversity, you can still have a pretty good year," Hogue said, even without a blockbuster deal, which had been the norm in the late 1980's.

Hogue said buyers are also more realistic, as they realize their return on investment will not be as high as in past years. A deal based on 12 times next year's cash flow could have been done in the past with senior and subordinated debt covering 75% of the price and equity the other 25%, said Hogue. Now that the subordinated debt market is gone, that same deal might only go for 11 times cash flow, and the buyer will have to put up 35% to 40% in equity, forcing them to lower their return on investment expectations.

But Hogue, like others, is optimistic about 1991. "I think the big guys are going to return" to the market in 1991, said Hogue, "but they are going to be selective."

Daniels said it closed 24 deals worth $1.35 billion in 1990, as well as six cable financings worth $382 million. Last year, CEA did 27 deals worth $503 million, with $445 million of it in straight cable transactions. Waller closed 10 deals worth $497 million.

In addition, the brokers have ventured into other areas, principally in cable financing, but also in broadcast television financing, cable programing repping, UK cable systems fund raising and wireless cable. CEA is, for instance, financing television stations as well as cable systems, and has $150 million worth of broadcast TV financing in the works. **—MS**

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THE MILLION DOLLAR (AND UP) DEALS OF 1990

BROADCASTING's weekly tracking of station trading turned up the following deals of at least $1 million approved by the FCC in 1990. The list includes some stations that were approved but, for one reason or another, may not have closed.

GROUPS

Price: **$120 million**
WATL(TV) Atlanta; WXIN-TV Indianapolis and WTOP(AM)-WASH(FM) Washington
Seller: Outlet Communications
Buyer: Chase Broadcasting of Washington

Price: **$100.5 million**
KJOI-FM Los Angeles, KHOW(AM)-KSYY-FM Denver
Seller: Command Communications Corp.
Buyer: Viacom Broadcasting

Price: **$68.5 million**
KSMG-FM Seguin, KTRH(AM)-KLOL(FM) Houston, both Texas
Seller: Rusk Corp.
Buyer: Jacor Communications Inc.

Price: **$56 million**
WTWO(TV) Terre Haute, Ind.; WRBL(TV) Columbus, Ga., and KQTV(TV) St. Joseph, Mo.
Seller: Columbus Broadcasting Co.
Buyer: TCS Television Partners

Price: **$37 million**
WCGV-TV Milwaukee, Wis., WTTO(TV) Birmingham, Ala.
Seller: HR Broadcasting Corp. of Milwaukee Inc.
Buyer: Abry Television Ltd.

Price: **$30.45 million**
KVEO(TV) Brownsville, KPEJ-TV Odessa and KWKT-TV Waco, all Texas
Seller: SWMM Brownsville Corp.
Buyer: Associated Broadcasters Inc.

Price: **$29.75 million**
WMJI-FM Cleveland and WYHY-FM Nashville
Seller: Jacor Communications Inc.
Buyer: LBI of Cleveland Inc.

Price: **$14.5 million**
WTTB(AM)-WGYL(FM) Vero Beach, Fla.; WQRC-FM Barnstable, Mass.
Seller: Treasure Coast Broadcasting Co.
Buyer: Sea Coast Broadcasting Co.

Price: **$14.215 million**
WIIB(TV) Bloomington, Ind.; WBFF-TV Baltimore; WTTE-TV Columbus, Ohio, and WPTT-TV Pittsburgh
Seller: Julian S. and Carolyn C. Smith
Buyer: David D. Smith

Price: **$11.635 million**
WEJZ-FM Jacksonville, Fla., WBEZ-FM Tulsa, Okla.
Seller: Win Communications Inc.
Buyer: Renda Broadcasting Corp.

Price: **$10.7 million**
WABY(AM)-WKLI(FM) Albany, N.Y., WUTQ(AM)-WOUR(FM) Utica, N.Y.
Seller: Premier Broadcast Group Inc.
Buyer: Paul N. Bendat

Price: **$8.85 million**
WSOK(AM)-WAEV(FM) Savannah, Ga.; KNAN-FM Monroe, La., and WKXI(AM)-WTYX(FM) Jackson, Miss.
Seller: Bay Communications Inc.
Buyer: Opus Media Group Inc.

Price: **$7.55 million**
KSAS(TV) Wichita and KAAS(TV) Salina, both Kansas
Seller: Channel 24 Ltd.
Buyer: Clear Channel Communications Inc.

Price: **$5,612,499**
WTSJ(AM) Cincinnati; WCCD(AM) Parma, Ohio; WFEL(AM) Towson, Md.; KKIM(AM) Albuquerque, N.M., and KFEL(AM) Pueblo, Colo.
Seller: American Sunrise Communications
Buyer: Guardian Communications Inc.

Price: **$5.274 million**
KZTR(AM) Santa Paula and KZTR(FM) Camarillo, both California, and KZHT-FM Provo, Utah
Seller: Golden Bear Broadcasting Inc.
Buyer: Golden Bear Broadcasting of Ventura Inc.

Price: **$3.79 million**
WIOA(FM), WIOB(FM) and WIOC(FM), all San Juan, P.R.
Seller: Glorycap Investment Fund Inc.
Buyer: Alfred R. De Arellano III

Price: **$3.65 million**
WIGO(AM) Atlanta and WEBB(AM) Baltimore
Seller: Brunson Broadcasting Co. of Maryland
Buyer: Allied Media of Maryland Inc.

Price: **$1.3 million**
KGCI(AM) Marshalltown and KGCI(FM) Grundy Center, both Iowa, and KZJB-TV Newton, Iowa
Seller: MTN Broadcasting Inc.
Buyer: FM Iowa Inc.

Frank Boyle
Radio/TV

Jim Boyle
Cable

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TVs

ALABAMA

WCAJ(TV) Birmingham
Seller: Celtic Media Inc.
Buyer: Krypton Broadcasting Corp.
Price: **$3.6 million**

WZDX(TV) Huntsville
Seller: Community Service Broadcasting, debtor in possession.
Buyer: Huntsville Television Acquisition Corp.
Price: **$6.1 million**

WMCF(TV) Montgomery
Seller: Word of God Fellowship Inc.
Buyer: Sonlight Broadcasting System Inc.
Price: **$1.1 million**

CALIFORNIA

KSMS-TV Monterey
Seller: Schuyler Broadcasting Corp.
Buyer: KSMS-TV Acquisition Ltd.
Price: **$2.6 million**

KSLD(TV) Riverside
Seller: Sunland Broadcasting Co.
Buyer: Fouce Amusement Enterprises Inc.
Price: **$3.575 million**

KUSI-TV San Diego
Seller: University Television Inc.
Buyer: San Diego's Fifty One Inc.
Price: **$17 million**

KICU-TV San Jose
Seller: Ralph C. Wilson Industries Inc.
Buyer: KICU Inc.
Price: **$34 million**

KFTY-TV Santa Rosa
Seller: Sonoma Broadcasting Inc.
Buyer: KFTY Broadcasting Inc.
Price: **$2.25 million**

FLORIDA

WNFT(TV) Jacksonville
Seller: North Florida 47 Inc.
Buyer: Krypton Broadcasting Corp.
Price: **$3.3 million**

WMBB(TV) Panama City
Seller: Buford TV Inc. of Panama
Buyer: The Spartan Radiocasting Co.
Price: **$10.4 million**

LOUISIANA

WWL-TV New Orleans
Seller: Loyola University
Buyer: Rampart Operating Partnership
Price: **$102.85 million**

MASSACHUSETTS

WFXT-TV Boston
Seller: Fox Television Stations Inc.
Buyer: Boston Celtics Communications Inc.
Price: **$10 million**

MISSOURI

KBSI(TV) Cape Girardeau
Seller: Cape Girardeau Family TV Inc.
Buyer: Engles Communications Inc.
Price: **$3 million**

KODE(TV) Joplin
Seller: Gilmore Broadcasting Corp.
Buyer: Roger A. Neuhoff
Seller: **$10.75 million**

KZKC-TV Kansas City
Seller: KZKC Television Inc.
Buyer: Kansas City TV 62 Ltd.
Price: **$10.525 million**

NEVADA

KBLR-TV Paradise
Seller: Glenn A. Rose
Buyer: T.G.N. Productions Inc.
Price: **$1.9 million**

NEW YORK

WOCD(TV) Amsterdam
Seller: Amsterdam Broadcasting Inc.
Buyer: Capital District Broadcast Partners
Price: **$1.5 million**

WOKR(TV) Rochester
Seller: WOKR Partners
Buyer: Falmouth Broadcasting Corp. and Falmouth Communication Inc.
Price: **$57.5 million**

WSYT-TV Syracuse
Seller: Thomas J. Flatley
Buyer: Encore Communications Inc. of Syracuse
Price: **$7 million**

OHIO

WKYC-TV Cleveland
National Broadcasting Co.
Buyer: Multimedia Inc.
Price: **$65 million**

WUAB(TV) Lorain
Seller: Gaylord Broadcasting Co. of Ohio
Buyer: Cannell Communications Ltd.
Price: **$60 million**

OKLAHOMA

KGMC-TV Oklahoma City
Seller: Oklahoma City Broadcasting Co., successor
Buyer: Maddox Broadcasting Corp. and Pappas Telecasting of Oklahoma
Price: **$7.2 million**

KOKH-TV Oklahoma City
Seller: Busse Broadcasting Corp.
Buyer: KOKH Acquisition Corp.
Price: **$7 million**

KOXI-TV Tulsa
Seller: Tulsa 23 Ltd.
Buyer: Clear Channel Television Inc.
Price: **$6.075 million**

PENNSYLVANIA

WPMT-TV York
Seller: WYLP License Inc.
Buyer: Channel 43 Licensee Inc.
Price: **$13.475 million**

TENNESSEE

WHBQ-TV Memphis
Seller: South Jersey Radio Inc.
Buyer: Adams TV of Wilkes-Barre Inc.
Price: **$39 million**

TEXAS

KLMG-TV Longview, TX
Seller: Jason R. Searcy
Buyer: Kamin Broadcasting Co.
Price: **$2.525 million**

KVDA(TV) San Antonio
Seller: David A. Davila
Buyer: Telemundo Group Inc.
Price: **$1.275 million**

KAVU-TV Victoria
Seller: PMV Inc.
Buyer: W. Russell Withers Jr.
Price: **$1,076,241**

VIRGINIA

WJPR(TV) Lynchburg
Seller: Lynchburg-Roanoke Television Partners Ltd.
Buyer: Roanoke-Lynchburg TV Acquisition Corp.
Price: **$2.95 million**

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WVFT(TV) Roanoke
Seller: Family Group Ltd. V
Buyer: Roanoke-Lynchburg TV Acquisition Corp.
Price: **$1.15 million**

WISCONSIN

WEAU(TV) Eau Claire
Seller: Busse Broadcasting Corp.
Buyer: Benedek Broadcasting of Wisconsin Inc.
Price: **$31 million**

AM-FM's

ALABAMA

WBLX(AM) Fairhope and WBLX(FM) Mobile
Seller: Trio Broadcasters Inc.
Buyer: April Broadcasting Inc.
Price: **$5.25 million**

ARIZONA

KHOZ-AM-FM Harrison
Seller: Harrison Broadcasting Corp.
Buyer: New Century Broadcasting Co.
Price: **$2 million**

KTIM-AM-FM Wickenburg
Seller: Kenyon Communications Inc.
Buyer: Interstate Broadcasting Systems of Arizona Inc.
Price: **$1 million**

ARKANSAS

KZOU-AM-FM Little Rock
Seller: Encore Communications Associates Ltd.
Buyer: GHB of Little Rock Inc.
Price: **$1.65 million**

CALIFORNIA

KKAM(AM) Fresno and KBOS-FM Tulare
Seller: Radio Fresno Inc.
Buyer: Jayveeco Inc.
Price: **$5 million**

KTME(AM)-KRQK(FM) Lompoc
Seller: Crystal Broadcasting Inc.
Buyer: Nova Broadcasting-Santa Maria
Price: **$1.472 million**

KTOM-AM-FM Salinas
Seller: Community Salinas Broadcasting Corp.
Buyer: California Broadcasting Co.
Price: **$6.25 million**

KCKC(AM) San Bernardino and KBON(FM) Lake Arrowhead
Seller: Riverdino Broadcasting Corp.
Buyer: Pennino Broadcasting Corp.
Price: **$4 million**

KSJX(AM)-KSJO(FM) San Jose
Seller: Narragansett Broadcasting Co. of California
Buyer: KSJO-KSJX Broadcasting Co.
Price: **$6.5 million**

KKCB(AM)-KSLY(FM) San Luis Obispo
Seller: San Luis Obispo Broadcasting
Buyer: MHHF Media Inc.
Price: **$1.6 million**

KOFY(AM) San Mateo and KOFY-FM San Francisco
Seller: Pacific FM Inc.
Buyer: Viacom Broadcasting Inc.
Price: **$19,467,144**

KIST(AM) Santa Barbara and KMGQ(FM) Goleta
Seller: Radio Santa Barbara Inc.
Buyer: Magic Broadcasting Corp.
Price: **$6.75 million**

COLORADO

KVOR(AM)-KSPZ(FM) Colorado Springs
Seller: PCC of Colorado
Buyer: C.T. Robinson
Price: **$3.25 million**

KCSJ(AM)-KGRQ(FM) Pueblo
Seller: Rainbow Communications of Pueblo Inc.
Buyer: Sunbrook Broadcasting Inc.
Price: **$1.1 million**

CONNECTICUT

WNLC(AM)-WTYD(FM) New London
Seller: Drubner Broadcasting
Buyer: Andross Communications
Price: **$5.2 million**

DELAWARE

WDOV(AM)-WDSD(FM) Dover
Seller: Dover Broadcasting Inc.
Buyer: Benchmark Communications
Price: **$4 million**

FLORIDA

WQIK-AM-FM Jacksonville
Seller: Jacor Broadcasting of Florida Inc.
Buyer: Capstar Communications Inc.
Price: **$13.5 million**

WKIZ(AM)-WEOW(FM) Key West
Seller: Florida Keys Broadcasting Corp.
Buyer: Fotosonic of Florida Inc.
Price: **$2.05 million**

WQBA-AM-FM Miami
Seller: Radio De Miami Inc.
Buyer: Spanish Radio Network
Price: **$25.75 million**

WYYN(AM)-WTNT(FM) Tallahassee
Seller: Palmer Communications Inc.
Buyer: Arso Radio Corp.
Price: **$2.8 million**

GEORGIA

WALG(AM)-WKAK(FM) Albany
Seller: Platinum Broadcast Ltd.

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R. Dean Meiszer, President and Managing Director of Crisler Capital Company, investment bankers specializing in mergers and acquisitions by communications organizations, answers many more questions like this in our brochure. Write or call for your copy.

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MEMBER NASD, SIPC

Buyer: Radio One - WKAK Inc.
Price: $1,255,200

HAWAII

KSSK-AM Honolulu and KSSK-FM Waipahu
Seller: Cecil Heftel
Buyer: Bedford Broadcasting Co.
Price: $5.75 million

KNUI-AM-FM Kahului
Seller: Elkins Broadcasting Corp.
Buyer: CD Broadcasting Corp.
Price: $1.6 million

ILLINOIS

WCGO(AM) Chicago Heights and WTAS(FM) Crete
Seller: South Cook Broadcasting Inc.
Buyer: Kelly Holtzclaw
Price: $1.2 million

WDAN(AM)-WDNL(FM) Danville
Seller: Majac Inc.
Buyer: Neuhoff Broadcasting Corp.
Price: $2.35 million

INDIANA

WCTW(AM)-WMDH(FM) New Castle
Seller: Mohr-Engledow Broadcasting of North Carolina Inc.
Buyer: WTL Indiana Inc.
Price: $2.6 million

IOWA

KGLO(AM)-KNIQ(FM) Mason City
Seller: Lewis W. Van Nostrand
Buyer: James Ingstad Broadcasting of Iowa Inc.
Price: $1.65 million

KMNS(AM)-KSEZ(FM) Sioux City
Seller: Sage Broadcasting Corp.
Buyer: Legend Communications
Price: $3.25 million

KENTUCKY

WFIA(AM)-WXLN(FM) Louisville
Seller: Edward Wetter
Buyer: Jim Kincer
Price: $2.1 million

WJSP(AM)-WBLN(FM) Murray
Seller: Jackson Purchavee Broadcasting Co. Inc.
Buyer: STARLITE Communications Inc.
Price: $2,771,484

LOUISIANA

KVKI-AM-FM Shreveport
Seller: Encore Communications Associates
Buyer: Progressive United Corp.
Price: $1.5 million

MAINE

WABK-AM-FM Gardiner
Seller: Kennebec-Tyron Communications Corp.
Buyer: The Great Kennebec Wireless Talking Machine Co.
Price: $1,052,500

MARYLAND

WWIN(AM) Baltimore and WWIN(FM) Glen Burnie
Seller: Ragan Henry
Buyer: Almic Broadcasting Inc.
Price: $6.375 million

WYRE(AM) Annapolis and WBEY(FM) Grasonville
Seller: Anna-Del Broadcasting Co. Inc.
Buyer: Vision Broadcasting Co. Ltd.
Price: $1.15 million

MASSACHUSETTS

WBSM(AM) New Bedford WHFN[FM] Fairhaven
Seller: Sage Broadcasting Corp. of New Bedford
Buyer: Dover Broadcasting Inc.
Price: $4 million

WOCB-AM-FM West Yarmouth
Seller: Patch-Dunn Association of Cape Cod
Buyer: U.S. Media Group Inc.
Price: $2,732,133

MICHIGAN

WMKT(AM)-WKHQ(FM) Charlevoix
Seller: Lakeshore Communications
Buyer: A.J. Walker Communications Inc.
Price: $2.95 million

KMI(AM) Kalamazoo and WKFR(FM) Battle Creek
Seller: Hicks Broadcasting Corp.
Buyer: Waldron Broadcasting Co.
Price: $11 million

WKJR(AM)-WQWQ(FM) Muskegon Heights
Seller: Furniture City Broadcasting Corp.
Buyer: Pathfinder Communications Corp.
Price: $1.27 million

MINNESOTA

KATE(AM)-KCPI(FM) Albert Lea
Seller: Communications Properties Inc.
Buyer: Broadcast Properties Inc.
Price: $3 million

KDLM(AM)-KKDL(FM) Detroit Lakes
Seller: Grignon Radio Inc.
Buyer: Leighton Enterprises Inc.
Price: $1.41 million

MISSISSIPPI

WVMI(AM)-WQID(FM) Biloxi
Seller: Family Group Broadcasting Operating Ltd.
Buyer: Telesouth Communications Inc.
Price: $2.1 million

WSLI-AM-FM Jackson
Seller: WYN-WSLI Inc.
Buyer: Spur Jackson Ltd.
Price: $3.375 million

MONTANA

KYLT(AM)-KZOQ(FM) Missoula
Seller: Peterson Broadcasting Inc.
Buyer: Smith Broadcasting Inc.
Price: $1.1 million

NEBRASKA

KHAT-AM-FM Lincoln
Seller: Marathon Communications Inc.
Buyer: Tate Communications Inc.
Price: $1.325 million

NEVADA

KON(AM)-KSXY(FM) Reno
Seller: Modern Broadcasting Corp.
Buyer: Lobster Communications Corp.
Price: $2 million

NEW HAMPSHIRE

WKOS-AM-FM Rochester
Seller: Salmanson Communications Inc.
Buyer: Bear Broadcasting Co.
Price: $1.8 million

NEW JERSEY

WJIC(AM) Salem and WNNN(FM) Canton
Seller: P.J.F. Broadcasters Inc.
Buyer: Ambrose Byside Communications Inc.
Price: $1.25 million

WMTR(AM) Morristown and WDHA-FM Dover
Seller: Drexel Hill Associates Inc.
Buyer: Signal Communications of NJ Ltd.
Price: $12 million

NEW MEXICO

KKOB-AM-FM Albuquerque
Seller: Southwest Radio Corporation
Buyer: U.S. Entertainment Corp.
Price: $16 million

KCKN(AM)-KBCQ(FM) Roswell
Seller: Ardman Broadcasting Corp.
Buyer: Amlar Broadcasting Ltd.
Price: $5.75 million

James A. Gammon, President

Radio & Television Brokerage

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NAMB

NEW YORK

WECK(AM) Cheektowaga and WJYE(FM) Buffalo
Seller: Williams Broadcasting Corp
Buyer: EBE Communications Ltd
Price: **$12 million**

WBAB-AM-FM Freeport
Seller: Noble Broadcast Group Inc
Buyer: BAB Broadcasting Corp
Price: **$26,203,064**

WBZA(AM) Glens Falls and WAYI(FM) Hudson Falls
Seller: Northway Broadcasting Inc
Buyer: Alpine Media Inc
Price: **$2,870,000**

WXRA(AM)-WEZG-FM North Syracuse
Seller: Lorenz Broadcasting Corp
Buyer: Syracuse Broadcasting Corp
Price: **$1 million**

WFAS-AM-FM White Plains
Seller: CRB of Westchester Inc
Buyer: High View Broadcasting of Westchester Inc
Price: **$12.5 million**

NORTH CAROLINA

WMBL(AM)-WRHT(FM) Morehead City
Seller: Curtis Radio Group Inc
Buyer: Macripine Cable Inc
Price: **$1.525 million**

OHIO

WLEC(AM)-WCPZ(FM) Sandusky
Seller: Signal One Communications Inc
Buyer: Erie Broadcasting Corp
Price: **$1.5 million**

OKLAHOMA

KVOO-AM-FM Tulsa
Seller: First Stuart Corp
Buyer: Tulsa Great Empire Broadcasting Inc
Price: **$1.6 million**

PENNSYLVANIA

WFBG-AM-FM Altoona
Seller: Empire Radio Partners Ltd
Buyer: Logan Broadcasting Inc
Price: **$2.1 million**

WBCP(AM)-WWKS(FM) Beaver Falls
Seller: MT Communications Inc
Buyer: The Baltimore Radio Show Inc
Price: **$2,910,000**

WCDL(AM)-WSGD(FM) Carbondale
Seller: Sage Broadcasting Corp. of Sioux City
Buyer: S&P Broadcasting Ltd. III
Price: **$2 million**

WJNL-AM-FM Johnstown
Seller: The United Federal Credit Union
Buyer: Pennsylvania Broadcasting Associates II
Price: **$1.35 million**

WRSC(AM) State College and WQWK(FM) University Park
Seller: Tmz Broadcasting Co
Buyer: Mcvay Broadcasting of State College
Price: **$6 million**

SOUTH CAROLINA

WOIC(AM)-WNOK(FM) Columbia
Seller: Audubon Broadcasting Co
Buyer: Voyager Communications
Price: **$7.46 million**

WVOC(AM)-WCEZ(FM) Columbia
Seller: Banking Services Corp
Buyer: Clayton Radio Inc
Price: **$2.55 million**

WKCN(AM) Dorchester Terrace-Brentwood and WDXZ(FM) Mount Pleasant
Seller: Caravelle Broadcast Group
Buyer: Suncoast Communications Inc
Price: **$1.6 million**

WSHW(AM)-WBFM(FM) Seneca
Seller: Blue Ridge Broadcasting Inc
Buyer: Anniston Radio Inc
Price: **$2 million**

SOUTH DAKOTA

KKFN(AM)-KKRC(FM) Sioux Falls
Seller: Vaughn Broadcasting Group
Buyer: XMT Group Inc
Price: **$1.5 million**

KSOO(AM)-KPAT(FM) Sioux Falls
Seller: KSOO Radio Inc
Buyer: T&J Broadcasting Inc
Price: **$2.4 million**

TEXAS

KSTA-AM-FM Coleman
Seller: Daytona Group of Texas Inc
Buyer: Sunbelt Radio Group Inc
Price: **$1.1 million**

KHEY-AM-FM El Paso
Seller: KHEY Inc
Buyer: US Radio
Price: **$8.425 million**

KEBE(AM)-KOOI(FM) Jacksonville
Seller: Waller Broadcasting Inc
Buyer: Broad Based Communications Inc
Price: **$3.25 million**

KVOZ(AM)-KOYE(FM) Laredo
Seller: Border Broadcasters Inc
Buyer: Broad Based Communications Inc
Price: **$2.96 million**

KFON(AM) Rollingwood and KKMJ(FM) Austin
Seller: Keymarket of Austin Inc
Buyer: The Tremont Group Ltd
Price: **$7 million**

KDAE(AM) Sinton and KLTG(FM) Corpus Christi
Seller: Stereo Broadcasting Corporation
Buyer: Broad Based Communications Inc
Price: **$1,880,850**

KRGE(AM) Weslaco and KRIX(FM) Brownsville
Seller: Daytona Group of Texas Inc
Buyer: Sunbelt Radio Group Inc
Price: **$1.1 million**

AT&T Commercial Finance Had Money Available In 1990

KICU, Inc. • $18.0 MM
Ingstad Broadcasting, Inc. • $2.4 MM
Albany Broadcasting Company, Inc. • $4.8 MM
Galaxy Broadcasting Limited Partnership • $1.85 MM
Columbia Empire Broadcasting Corporation • $6.9 MM
New Century Broadcasting Company/N.P.I. Partners • $2.3 MM
WBA Corporation, WBA Partnership and Linda D. and William N. Cate • $1.1 MM
Pittsburgh Partners, L.P. & Nashville Partners, L.P. • $6.16 MM
Pilot Communications of Syracuse, Inc. • $1.75 MM
Wintersrun Communications, Inc. • $2.5 MM
Tate Communications, Inc. • $1.7 MM

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UTAH

KMGR(AM) Murray and KMGR(FM) Orem
Seller: KMGR Inc.
Buyer: B&B Broadcasting Ltd.
Price: **$3.5 million**

VERMONT

WKVT-AM-FM Brattleboro
Seller: Brattleboro Broadcasters Inc.
Buyer: Brattleboro Broadcasting Ltd.
Price: **$1.2 million**

VIRGINIA

WGH(AM)-WGH-FM Newport News
Seller: Susquehanna Radio Corp.
Buyer: Paco-Jon Broadcasting Corp.
Price: **$6.5 million**

WVAB(AM) Virginia Beach and WKSV-FM Cape Charles
Seller: Holmes P. Harden
Buyer: Willis Broadcasting Corp.
Price: **$1,800,101**

West Virginia

WVSR-AM-FM Charleston
Seller: Ardman Broadcasting Corp.
Buyer: Amlar Broadcasting Ltd.
Price: **$5.75 million**

WTCR(AM) Kenova and WTCR(FM) Huntington
Seller: CRB of Kentucky Inc.
Buyer: Alpine Media Inc.
Price: **$7.65 million**

WBZN-AM-FM Racine
Seller: Adams Radio of Milwaukee
Buyer: Three Chiefs Company Inc.
Price: **$3.5 million**

WISCONSIN

WLFN(AM)-WLXR(FM) La Crosse
Seller: Vaughn Broadcasting Group
Buyer: Broadcast Properties of Lacrosse Inc.
Price: **$2.7 million**

WYOMING

KUUY(AM)-KKAZ(FM) Cheyenne
Seller: KWY Inc.
Buyer: Windsor Communications Inc.
Price: **$1 million**

FMs

ALABAMA

WMJJ(FM) Birmingham
Seller: Capitol-Birmingham Inc.
Buyer: Ameron Broadcasting Inc.
Price: **$16.5 million**

ARIZONA

KGRX-FM Globe
Seller: Daytona Group of Arizona Inc.
Buyer: Allison Broadcasting Co.
Price: **$2 million**

KQYT-FM Green Valley
Seller: Southwestern Wireless Communications
Buyer: Nova Communications LP
Price: **$2 million**

ARKANSAS

KMJX(FM) Conway
Seller: Coastal Communications Ltd.
Buyer: Magic Broadcasting of Little Rock Inc.
Price: **$3.3 million**

KEZQ-FM Jacksonville
Seller: KEZQ LP
Buyer: Galaxy Broadcasting Ltd.
Price: **$3.25 million**

CALIFORNIA

KRAB-FM Green Acres
Seller: Donna Hutchinson
Buyer: Atmosphere Broadcasting Ltd.
Price: **$1.23 million**

KFMF-FM Chico
Seller: Fuller-Jeffrey Broadcasting Corp.
Buyer: Nova Broadcasting
Price: **$1.9 million**

KRZR-FM Hanford
Seller: KMGX Corp.
Buyer: Fred C. Sands
Price: **$1.62 million**

KFRG(FM) San Bernardino
Seller: Keymarket of California Inc.
Buyer: The Tremont Group Ltd.
Price: **$5 million**

KJQY(FM) San Diego
Seller: Command Communications Inc.
Buyer: L.B.I. of San Diego Inc.
Price: $20 million

KXXX-FM San Francisco
Seller: Emmis Broadcasting Corp
Buyer: Bedford Broadcasting
Price: **$18.5 million**

KLRS(FM) Santa Cruz
Seller: Fuller-Jeffrey Broadcasting Corp
Buyer: Viacom Inc.
Price: **$5.75 million**

KXPT-FM Santa Paula
Seller: Radio Ventura Inc.
Buyer: Edward A. Krampf
Price: **$2 million**

COLORADO

KIKX(FM) Manitou Springs
Seller: Michael Haman, receiver.
Buyer: Wiskes-Abaris Communications KIIQ
Price: **$4,733,414**

CONNECTICUT

WLVH-FM Hartford
Seller: Sage Hispanic Broadcasting Corp. of Connecticut
Buyer: Multi Market Communications Inc.
Price: **$6.4 million**

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FLORIDA

WKRL-FM Clearwater
Seller: Gulf Coast Radio Inc
Buyer: Great American Television and Radio Co
Price: **$20 million**

WKGR(FM) Ft. Pierce
Seller: Gulfstream Broadcasting Company Inc
Buyer: The Tremont Group Ltd
Price: **$11.6 million**

WMLO-FM Havana
Seller: Ed Winton
Buyer: Nitrameel Inc
Price: **$2.2 million**

WPFM(FM) Panama City
Seller: Culpepper Communications Inc
Buyer: Broad Based Communications Inc
Price: **$3.5 million**

WPAP-FM Panama City
Seller: Norman S. Drubner
Buyer: Southern Broadcasting Co
Price: **$1.9 million**

WSOS-FM St. Augustine
Seller: Rowland First City Radio Inc
Buyer: WSOS-FM Inc
Price: **$1.62 million**

GEORGIA

WBTR-FM Carrollton
Seller: Carroll County Media Inc
Buyer: Reliance Broadcasting Inc
Price: **$1.115 million**

WQBZ(FM) Ft. Valley
Seller: Fox Valley Broadcasting Corp
Buyer: Taylor Broadcasting of Macon Inc
Price: **$3 million**

WLKC(FM) St. Mary's
Seller: Casey Broadcasting Company Inc
Buyer: Rowland First City Radio Inc
Price: **$1.85 million**

ILLINOIS

WYLL-FM Des Plaines
Seller: New Age Broadcasting Inc
Buyer: Greater Chicago Radio Inc
Price: **$9.25 million**

INDIANA

WWKI-FM Kokomo
Seller: Shepard Communications of Grand Rapids
Buyer: Waldron Partners Ltd
Price: **$6.16 million**

KDMG (FM) Pella
Seller: GBA Inc
Buyer: Valley Broadcasting Inc
Price: **$2.75 million**

KENTUCKY

WBVR(FM) Russellville
Seller: Target Communications of Kentucky Inc
Buyer: The Tremont Group Ltd
Price: **$6 million**

LOUISIANA

KFXZ(FM) Maurice
Seller: FoxCo. Acquisition Corp
Buyer: Citywide Broadcasting of LaFayette Inc
Price: **$1.3 million**

KYEA(FM) West Monroe
Seller: Phoenix Broadcasting Co
Buyer: Broad Based Communications Inc
Price: **$3 million**

MARYLAND

WXTR(FM) Waldorf
Seller: Communications Management National
Buyer: Radio Ventures Inc
Price: **$33 million**

MASSACHUSETTS

WQRC-FM Barnstable
Seller: Cape Cod Broadcasting Co
Buyer: Michael F. Starr, Gregory D. Bone and Jay Arnold Schorr
Price: **$14.5 million**

WFHN(FM) Fairhaven
Seller: Sage Broadcasting Corp. of Fairhaven
Buyer: Dover Broadcasting Inc
Price: **$4 million**

WCIB(FM) Falmouth
Seller: Justice Broadcasting Ltd
Buyer: Ardman Broadcasting Corp. of Cape Cod
Price: **$2.5 million**

MICHIGAN

WKQZ-FM Midland
Seller: Josi Broadcasting Corp.
Buyer: Windward Communications Inc.
Price: **$2.011 million**

MISSISSIPPI

WCPC(FM) Houston
Seller: WCPC Broadcasting Co.
Buyer: New South Communications Inc.
Price: **$1.5 million**

MISSOURI

KLSI(FM) Kansas City
Seller: Great Plains Radio Inc.
Buyer: Apollo Radio Ltd.
Price: **$8.5 million**

KSTZ(FM) Ste. Genevieve
Seller: Channel One Communications Inc.
Buyer: River City Television Partners Ltd.
Price: **$3.5 million**

NEBRASKA

KZKX(FM) Seward
Seller: Musicradio of Nebraska Inc.
Buyer: KZKX Inc.
Price: **$1.97 million**

NEVADA

KLKT(FM) Incline Village, NV
Seller: North Lake Tahoe Broadcasting
Buyer: New World Enterprises Inc.
Price: **$1.33 million**

KJUL(FM) North Las Vegas
Seller: Carrigan Communications

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Buyer: Waldron Partners
Price: **$4.2 million** (49% share)

NEW MEXICO

KBOM(FM) Los Alamos
Seller: KBOM Ltd.
Buyer: TelCo. Entertainment Inc.
Price: **$1 million**

KOLT(FM) Santa Fe
Seller: Mesa Grande Broadcasting Co. Inc.
Buyer: Clairmor Broadcasting Inc
Price: **$1 million**

NEW YORK

WWHB(FM) Hampton Bays
Seller: South Fork Broadcasting Corp
Buyer: South Fork Acquisition Corp.
Price: **$1.8 million**

WAQX-FM Manlius
Seller: Atlantic Ventures of New York
Buyer: Pilot Communications of Syracuse Inc.
Price: **$3.875 million**

NORTH CAROLINA

WTRG-FM Rocky Mount
Seller: Capitol Broadcasting Corp.
Buyer: Joyner Communications Inc.
Price: **$5.999 million**

OHIO

WGAR(FM) Cleveland
Seller: Nationwide Communication Inc
Buyer: Douglas Broadcasting Corp
Price: **$2 million**

WBVE(FM) Hamilton
Seller: Reams Broadcasting Corp.
Buyer: Entertainment Communications Inc. (Entercom)
Price: **$5.85 million**

WOSE(FM) Port Clinton
Seller: WRWR Inc.
Buyer: Venice and Donald L. Michel
Price: **$2.4 million**

PUERTO RICO

WOYE(FM) Mayaguez
Seller: Pepino Broadcasters
Buyer: Prime Time Corp.
Price: **$2.66 million**

RHODE ISLAND

WWKX-FM Woonsocket
Seller: Ocean State Broadcasting Ltd.
Buyer: Ten Mile Communications Inc.
Price: **$2.4 million**

SOUTH CAROLINA

WEZL(FM) Charleston
Seller: Price Broadcasting Co.
Buyer: Apollo Radio of Charleston Inc.
Price: **$8.1 million**

WIJY(FM) Hilton Head
Seller: Island Communications Inc.
Buyer: WIJY Inc.
Price: **$2.063 million**

WKSO-FM Orangeburg
Seller: Wilkes-Posey Broadcasting Inc.
Buyer: Willis Broadcasting Corp.
Price: **$1.075 million**

WMGL-FM Ravenel
Seller: Coastal Broadcasting Inc.
Buyer: Millcom Inc. (assumption of liabilities)
Buyer: **$2.425 million**

TENNESSEE

WMSR-FM Manchester
Seller: American General Media-Nashville
Buyer: Dickerson Associates
Price: **$2.5 million**

WKHF-FM Oak Ridge
Seller: Key Broadcasting Co.
Buyer: O.K. Broadcast Trust Inc.
Price: **$1,362,500**

WMYU-FM Sevierville
Seller: Jacor Broadcasting of Knoxville Inc.
Buyer: The Dalton Group Inc.
Price: **$11.6 million**

TEXAS

KHFI(FM) Austin
Seller: Encore Communications Association Ltd.
Buyer: Spur Austin Ltd.
Price: **$4.646 million**

KKWM(FM) Dallas
Seller: Anchor Media Ltd.
Buyer: WSB Inc.
Price: **$15.1 million**

KRTX(FM) Galveston
Seller: Irvin Davis
Buyer: Sonoma Media Corp.
Price: **$1.6 million**

KHFI(FM) Georgetown
Seller: Red River Radio Inc.
Buyer: KHFI Venture Ltd.
Price: **$3.85 million**

KQFX-FM Georgetown
Seller: Capitol Broadcasting Corp.
Buyer: Gold Broadcasting Inc.
Price: **$3.199 million**

KHRJ-FM Houston
Seller: Emmis FM Broadcasting Corp.
Buyer: Nationwide Communications Inc.
Price: **$30 million**

KRRG-FM Laredo
Seller: Laredo Broadcasting Co. Inc.
Buyer: Sunbelt Radio Group Inc.
Price: **$1.15 million**

KLUR(FM) Wichita Falls
Seller: KLUR Broadcasting Co.
Buyer: Broad Based Communications Inc.
Price: **$4.85 million**

UTAH

KAT-FM Ogden
Seller: Brown Broadcasting Co.
Buyer: Apollo Radio Ltd.
Price: **$12 million**

VERMONT

WXXX-FM South Burlington
Seller: Atlantic Ventures of Vermont Ltd.
Buyer: James Broadcasting Co Inc.
Price: **$3.95 million**

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IF IT DOES NOT CLOSE.

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$92,944,750

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VIRGINIA

WRDJ-FM Bridgewater
Seller: WRDJ-FM Inc.
Buyer: Clark Broadcasting Co.
Price: **$1.25 million**

WSVS-FM Crewe
Seller: KAT Broadcasting Corp.
Buyer: Willis Broadcasting Corporation
Price: **$5.5 million**

WVGO(FM) Richmond
Seller: Daytona Group of Virginia
Buyer: Richmond Radio Inc.
Price: **$5.5 million**

WAFX-FM Suffolk
Seller: KHH Broadcasting Co.
Buyer: DDS Communications Ltd.
Price: **$10 million**

WASHINGTON

KNUA-FM Bremerton
Seller: Pacific and Southern Co.
Buyer: Brown Broadcasting Co.
Price: **$10 million**

WEST VIRGINIA

WBES(FM) Dunbar
Seller: Mills Broadcasting Inc.
Buyer: Thomas Communications Corp.
Price: **$1.1 million**

AM's

ALABAMA

WERC(AM) Birmingham
Seller: Sungroup Inc.
Buyer: Ameron Broadcasting Inc.
Price: **$4.2 million**

CALIFORNIA

KPMC(AM) Bakersfield
Seller: Dan B. Speare
Buyer: Buckley Broadcasting Corp.
Price: **$1 million**

KKHJ(AM) Los Angeles
Seller: Beasley Broadcast Group
Buyer: Liberman Broadcast Co.
Price: **$23 million**

KDAY(AM) Santa Monica
Seller: Heritage Media Inc.
Buyer: Redi Media
Price: **$7.2 million**

KTHO-AM South Lake Tahoe
Seller: Emerald Broadcasting Co.
Buyer: Emerald Communications Corp.
Price: **$1,682,666**

FLORIDA

WOIR(AM) Homestead
Seller: Continental Broadcasting Corp.
Buyer: Omni-Lingual Broadcasting Corp.
Price: **$1.15 million**

WSUN(AM) St. Petersburg
Seller: CBS Broadcast Group Inc.
Buyer: WWRM Inc.
Price: **$4.1 million**

LOUISIANA

WXOK(AM) Baton Rouge
Seller: Winnfield Life Broadcasting Corp.
Buyer: Citywide Broadcasting Corp.
Price: **$1 million**

MASSACHUSETTS

WBIV(AM) Natick
Seller: Boston SRN Inc.
Buyer: International Communications Group
Price: **$1.3 million**

NEVADA

KLAV(AM) Las Vegas
Seller: Wagenvoord Advertising Group Inc.
Buyer: Holder Broadcast Services of Nevada
Price: **$1.3 million**

PENNSYLVANIA

WEAZ-AM Philadelphia
Seller: WEAZ-FM Radio Inc.
Buyer: Salem Media
Price: **$6.5 million**

VIRGINIA

WANT(AM) Richmond
Seller: Freeman Communications Inc.
Buyer: Opticom Inc.
Price: **$1 million**

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Chemical Bank
Mellon Bank, N.A.

Canadian Imperial Bank of Commerce
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Citibank, N.A.

Lead Managers

NCNB Texas National Bank
Continental Bank, N.A.

The First National Bank of Chicago

Funds Also Provided by

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The Royal Bank of Canada
Crestar Bank
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The Connecticut National Bank
Provident National Bank
American Security Bank, N.A.
Barclays Bank PLC
Credit Lyonnais, Cayman Islands Branch
Sumitomo Bank LTD—Chicago Branch
Fidelity Bank
Union Bank
Fuyo General Lease (USA), Inc.
Protective Life Insurance Company

Wells Fargo Bank, N.A.
Industrial Bank of Japan
National Westminster Bank USA
Eaton Vance Prime Rate Reserves
Sun Life Insurance Company of America
Bank of America NT & SA
Security Pacific National Bank
The Mitsubishi Trust and Banking Corporation
The First National Bank of Maryland
Banque Nationale de Paris
CIC—Union Europeenne International et Cie
First Bank National Association
Banque Paribas
Swiss Bank Corporation, New York Branch
Bank of Ireland
Kleinwort Benson

BANK OF BOSTON

October, 1990

OPRAH EXTENDS REIGN WITH KING WORLD

King World Productions and Harpo Inc. have extended their agreement under which Oprah Winfrey will continue to host and produce top-rated talk hour, *The Oprah Winfrey Show*, through 1993-94 and 1994-95 broadcast seasons. Last season, the hour talk show generated $136 million in national advertising and cash license revenues, according to Dennis McAlpine, a senior media analyst with New York-based Barclay de Zoete Wedd securities, who added that Winfrey's Harpo Inc. had a 2/3 (66%) share of those revenues (or $89.8 million).

King World and Harpo spokeswomen declined to reveal terms of the contract extension Winfrey worked out with King World. McAlpine declined to speculate if Harpo was able to negotiate a larger cut for 1993-95, but said Harpo has larger overhead costs with the 1989 acquisition of new studios in downtown Chicago, production staff and other operations. He estimated Harpo had to assume up to $100,000 per episode in deficit costs associated with ABC's cancellation of Harpo's *The Women of Brewster Place* last season.

Winfrey's company currently is in the third year of a five-year deal (through 1992-93) signed with King World (BROADCASTING, August 8, 1988). McAlpine said that most stations' upcoming two-year renewals on *Oprah* will be due at the end of the 1992-93 season, adding that he would be "surprised" if KWP would be able to pass more than a 5% increase in license fees to "cash-strapped" stations. In the most recent (November 1990) sweeps, *Oprah* averaged a 10.9 (NTI) rating, and has won 17 consecutive sweeps among syndicated talk shows since its debut in fall 1986. However, even if the ratings for *Oprah* gained or fell slightly over the next three seasons, the continuing weakness of the scatter and fourth quarter upfront advertising markets may limit annual revenue gains to the $10 million-20 million range.

RATINGS ROUNDUP

Week 20

NTI Network Prime Time Report for week of Jan. 28- Feb. 3

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	▲	23.1/35	C	Movie:Sarah, Plain & Tall
2	▲	21.8/33	N	Cheers
3		20.4/31	A	American Music Awards
4		19.3/32	C	60 Minutes
5		18.3/28	N	A Different World
6	▲	17.7/30	N	Golden Girls
7		17.6/26	A	Amer. Funniest Videos
8	▼	17.5/30	N	Empty Nest
9		17.4/29	A	Family Matters
10	▼	17.0/29	A	Full House
11	▼	16.9/25	N	Cosby Show
11	▲	16.9/25	C	Murder, She Wrote
13		16.2/23	C	Designing Women
14		16.1/24	A	Amer. Funniest People
15	▼	15.7/24	N	Unsolved Mysteries
16	▲	15.6/24	F	The Simpsons
17	▼	15.4/22	C	Murphy Brown
18	■	15.1/22	A	Davis Rules
19		15.0/24	N	Wings
20	▲	14.9/23	A	Who's the Boss?
21	▼	14.7/22	C	Rescue: 911
21	▼	14.7/23	A	Wonder Years
23	▲	14.5/22	N	Night Court
23	▲	14.5/24	A	Prefect Strangers
25	▲	14.2/24	N	L.A. Law
26		13.9/21	A	Growing Pains
26	▼	13.9/21	N	Matlock
28	▲	13.8/25	A	20/20
29	▲	13.7/21	N	Movie:In Broad Daylight
29		13.7/20	N	Unsolved Mysteries-Mon.
31		13.6/20	A	Analysis-9:55 PM
31	▼	13.6/25	N	Carol & Comapny
31	▼	13.6/21	A	Doogie Howser, M.D.
34	▲	13.3/20	A	Married People
35		13.2/22	C	Knots Landing
36	▲	12.5/18	F	Married...With Children
37		12.4/20	C	Trials Of Rosie O'Neill
38	▼	12.3/18	C	Major Dad
39		12.2/21	A	Going Places
39	▲	12.2/19	N	Movie: Night Stalker
41	▼	12.0/23	N	Dear John
42		11.7/18	A	Movie: Morning Star, Pt.1
43	▲	11.6/20	N	Hunter
44	▼	11.3/17	C	Evening Shade
45		10.9/18	C	Dallas
45		10.9/18	A	Primetime Live
47	▲	10.8/16	A	Father Dowling
48	▼	10.7/16	N	Seinfeld
49	▼	10.6/19	N	Fanelli Boys
50		10.5/19	C	George Burns 95th B'day
51	▲	10.4/19	N	Amen
52	▲	10.2/18	A	Equal Justice
52	▲	10.2/15	F	In Living Color
54		9.8/15	C	State Of The Union-Recap
55	▼	9.5/15	C	48 Hours
55		9.5/15	C	Movie Awards
57	▼	9.2/16	C	Guns Of Paradise
58	▲	9.1/14	F	Babes
59	▲	9.0/14	A	Gabriel's Fire
59		9.0/17	N	Law And Order
61		8.7/14	A	Life Goes On
62	▼	8.5/15	A	Young Riders
63		8.4/15	C	Movie:Throw Mama/Train
63		8.4/13	C	Good Sports
65	▼	8.2/14	N	Dark Shadows
66	▲	7.9/12	F	Get A Life
66	▼	7.9/141	A	thirtysomething
68		7.8/12	C	Flash
69		7.5/13	N	Midnight Caller
69	▼	7.5/11	C	Top Cops
71	▲	7.3/11	F	Beverly Hills, 90210
71		7.3/11	N	Exposé
73	▲	7.1/13	C	[illegible]cle Buck
74	▲	6.9/12	F	[illegible]ops
74	▲	6.9/10	F	Good Grief
76	▼	6.8/12	F	Cops 2
77		6.7/11	N	Main Event
77	▲	6.7/12	F	Totally Hidden Video
79	▼	6.2/11	C	Lenny
79	▲	6.2/10	F	Parker Lewis
81	■	6.0/10	N	Sunday Best
82	▲	5.7/10	F	True Colors
83		5.6/11	A	Twin Peaks
84	▼	5.5/9	F	America's Most Wanted
85		5.4/8	N	Real Life/J. Pauley
85	▼	5.4/9	A	Under Cover
87	▼	4.1/6	F	Comic Strip Live
88	▲	3.1/5	F	Against The Law

MARKETING GROUPS JOIN TO SELL RADIO

Positioning radio against other media, not against itself, is key to new local ad money

In today's climate of increasing fragmentation and niche marketing, radio is poised to reap great financial benefits—if local stations "come together and approach a prospect together."

Such is the philosophy of Warren Potash, president and CEO of the Radio Advertising Bureau, who criticized radio's singular approach to local sales as self-defeating. Speaking at the RAB's Managing Sales Conference in Nashville, Potash said mass media and mass marketing are a concept of the past, and radio's ability to target specific demographic groups now affords advertisers many marketing opportunities not available in other media. To this end, he said, "Radio should stop selling against radio and start selling against other media."

In theory, most radio account executives and sales managers concur with this philosophy, but in practice, many continue to sell against the other stations in town, a practice that only damages the image of the radio industry, said Gordon Mason, president of the Southern California Broadcasters Association. He said many advertisers are turned off by salespeople "who come in, say, 'I'm number one. I'm more efficient. I have the best cumulative advantage, so don't buy those other guys.' "

Mason said advertisers initially are interested in the effectiveness of radio, not the advantages of a particular station. Only after an advertiser is sold on the medium should a station present its sales pitch—though still not at the expense of other stations, he said.

One way to educate these potential clients and help boost radio's share of local ad revenue is to develop a local radio marketing organization, Mason said. A cooperative effort of all (or most) area stations can eliminate much of the divisiveness that advertisers and other media have come to expect of radio, and by targeting heavy users of other media, these groups can steal big money from newspaper, TV and cable. Mason credits his organization with helping to make Los Angeles "the world's richest radio market," with local sales growth more than double the industry-wide average in 1990 (8% vs. 3.5%; see chart at right).

A combined strategy of newsletters, sales presentations, creative awards, research data banks, fact files and business development seminars have helped fuel the growth of Los Angeles radio, Mason said. "We help stations sell radio," he said. "The more we sell radio, the stronger we all get because radio gets stronger with every sale we make."

A similar coalition in New York—the New York Market Radio Advertising Group—is widely credited with finding new business and shifting ad dollars to radio. NYMRAD President Richard McCauley said the organization has shifted its focus toward developing leads for local radio stations.

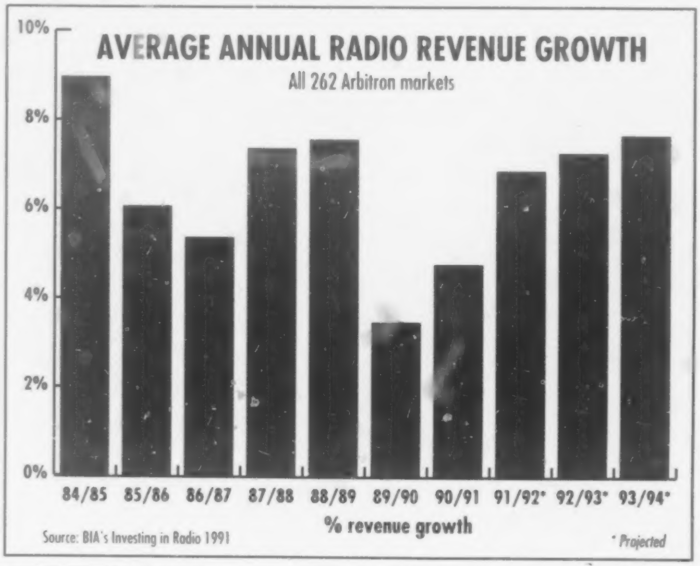
Over the last five years NYMRAD is credited with generating more than $18 million new money for New York radio, McCauley said. "Business directly brought by our marketing has averaged 13.5% of all market increases, and in 1990 18.5% was delivered directly by NYMRAD," he said.

NYMRAD-commissioned research indicated many nonradio advertisers lack knowledge of radio and have a "newspaper comfort zone." McCauley said radio has to get used to positive selling. While newspaper is radio's prime target for new business, "some of these advertisers have been using newspapers all of their lives. If your approach to newspaper is excessively negative, it will be like calling their kid ugly. Radio can get in its knocks, but the pitch should be 'pro-radio,' " he said.

Lest it be assumed that local radio groups work only in large markets, Dan Crotty, general manager of KGST(AM) Fresno, points out the success of the Fresno Area Radio Group in battling the domination of the local newspaper, the

RADIO REVENUES EXPECTED TO REBOUND IN '91-'92

Radio revenue bottomed out during 1990 and should begin to pick up slightly this year, according to Investing In Radio 1991, published by Broadcast Investment Analysts of Washington. The guide, which profiles all 262 Arbitron-rated markets, estimates and projects revenue on a rolling average, and anticipates a 4.8% revenue increase for 1990-91, vs. 3.5% growth for 1989-90. BIA said the growth rate for the industry in 1990 was higher than 3.5% in larger markets, and estimates that revenue in the top 10 markets average 5.4%, with 8% growth in Los Angeles. Projected 6.9% growth for 1991-92 is largely dependent on image, according to BIA President Thomas Buono. "It's not so much the economics as it is the external factors that affect how the industry is perceived. Economically, the radio industry is still pretty healthy," he said.



Source: BIA's Investing in Radio 1991

* Projected

In the last two years, MVP's Brian E. Cobb closed more TV stations than any other broker.

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$422,000** □ **6**
FM's □ **$740,000** □ **2**
AM-FM's □ **$4,225,000** □ **4**
TV's □ **$7,000,000** □ **1**
Total □ **$12,387,000** □ **13**

Year to Date:
AM's □ **$4,197,000** □ **21**
FM's □ **$31,063,362** □ **28**
AM-FM's □ **$30,610,978** □ **23**
TV's □ **$73,085,000** □ **8**
Total □ **$138,956,349** □ **80**

For 1990 total see Jan. 7, 1991 BROADCASTING

WPTT-TV **Pittsburgh** □ Sold by Commercial Radio Institute Inc. to WPTT Inc. for $7 million. Price includes $6 million cash at closing and $1 million, 15-year convertible subordinate debenture (due in 2014) at 8.5%. **Seller** is subsidiary of Sinclair Broadcast Group Inc., headed by David D., J. Duncan, Robert E. and Frederick Smith, brothers, who have interests in Chesapeake Television Inc., licensee of WBFF(TV) Baltimore; WTTE Channel 28 Inc., licensee of WTTE(TV) Columbus, Ohio; Channel 63 Inc., licensee of WIIB(TV) Bloomington, Ind.; Bay Television Inc., licensee of WTTA(TV) St. Petersburg, Fla.; and Omaha Telecasters Inc., permittee of KOFF(TV) Omaha. **Buyer** is headed by Edwin L. Edwards Sr. (100%) and Willette Edwards. Edwin Edwards is station manager and community affairs director of WPTT. WPTT is independent on ch. 22 with 5,000 kw visual and 500 kw aural with antenna 921 feet above average terrain.

WTJS(AM)-WTNV-FM **Jackson, Tenn.**□ Sold by Currey Broadcasting Corp. to The American Network Group for $4 million. Price includes $3.9 million cash at closing and $100,000 escrow deposit. **Seller** is subsidiary of Osborn Communications Corp., headed by Frank Osborn, who, through various licensees, owns six AM's, nine FM's and four TV's. **Buyer** is headed by John J. Casey (33.7%). The American Network Group Inc., general partner of assignee, is parent of WPTN-WGSQ Inc., licensee of WPTN(AM)-WGSQ(FM) Cookeville, Tenn. WTJS has big-band format on 1390 khz with 5 kw day and 1 kw night. WTNV-FM has progressive country format on 104.1 mhz with 100 kw and antenna 655 feet above average terrain.

KSNN(FM) **Los Banos (Merced), Calif.** □ Sold by Sunshine Valley Broadcasting Inc. to Excelor Communications Inc. for $700,000. Price includes $150,000 cash at closing and $550,000, 10-year promissory note at 10%. **Seller** is headed by Lin Neumann and has no other broadcast interests. **Buyer** is owned by Jim and Roberta Wilkinson (50%), husband and wife, and Kristen McMurray (50%), and has no other broadcast interests. KSNN has adult contemporary format on 104.7 mhz with 50 kw and antenna 470 feet above average terrain. Broker: William A. Exline Inc.

WPJM(AM) **Greer, S.C.**□ Sold by Robert F. Bell to Antelope Broadcasting Inc. for $275,000. Price includes $96,500 cash at closing, $23,500 escrow deposit, $115,000, 20-year promissory note at 10% and $40,000, five-year noncompete covenant. **Seller** owns 100% of stock of both RFB Radio of Raleigh, licensee of WCLY(AM) Raleigh, N.C., and RFB Radio Inc., licensee of WXVI(AM) Montgomery, Ala. **Buyer** is headed by Thomas Hurvis and Augustus E. Staley. Bell and Hurvis are 20% owners of Full Force Inc., licensee of WLLV(AM) Louisville, Ky. WPJM has an oldies format on 800 khz with 1 kw day and 438 w night.

KVIV(AM) **El Paso, Tex.** □ Sold by Bruce Crow to Sun Valley Communications Inc. for $250,000. Price includes $10,000 cash at closing, $15,000 one-year promissory note at 10%, a $25,000, 25-month promissory note at 10% and $200,000, 10-year promissory note at 10%. **Seller** is receiver for Dunn Broadcasting Co., headed by John Dunn, and has no other broadcast interests. **Buyer** is headed by Michael Venditti (50%), KDW Trust (50%) and Michael Don Werlinger. Venditti has 50% interest in application for new AM at Hamby, Tex. Fred Lundgren, trustee for KDW Trust, is president of Parity Radio Corp. of Texas, applicant for new FM at Tahoka, Tex. KVIV is fulltimer with Spanish format on 1340 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 77.

GROUP OWNERSHIP ON THE RISE

Thirty-six new TV groups emerged in '88-'89; group ownership of UHF grows

TV GROUPS RANKED BY NET WEEKLY CIRCULATION

(Including FCC TV Household Coverage Percentage)

Group Owner	*# of TV Stations*	*percent of NWC*	*percent of households*
Tribune	6	25.2%	18.71%
CC/ABC	8	22%	24.40%
GE/NBC	9	19.2%	22.18%
CBS	5	17.5%	20.82%
Fox	7	16.6%	17.31%
Gillett +	11	11.4%	11.7%
Westinghouse	5	9.9%	9.93%
Gannett	10	9.6%	10.09%
Cox	7	8.9%	8.39%
Chris Craft	7	8.4%	10.73%
Scripps-Howard +	9	7.9%	7.66%
Hearst	6	7%	6.78%
TVX	6	6%	4.82%
A.H. Belo	5	5.2%	5.68%
Post-Newsweek	4	4.9%	4.77%
LIN Broadcasting	7	4.7%	4.29%
Gaylord	4	4.3%	3.71
Great American	5	4.3%	4.73%
H&C Communications	6	4.3%	4.69%
Pulitzer	8	4.1%	4.34%
Meredith	7	3.8%	3.80%
Renaissance +	5	3.8%	3.31%
Times-Mirror	4	3.7%	4.06%
Albritton	5	3.2%	3.49%
Viacom	5	3.2%	3.06%

Source: NAB Study of Group and Cross-Media Ownership of TV Stations: 1990 by Dr. Herbert Howard

+ Denotes group owners in process of selling or buying properties

#In 1990, General Electric took control of Pegasus Broadcasting which owns KSCH-TV Stockton, Calif.; WJBF(TV) Augusta and WAPA-TV San Juan, Puerto Rico, which is not a metered market. The NWC and percent of household totals for Stockton and Augusta are included for G.E. Numbers are not available for for San Juan.

Group ownership of television stations has continued to grow over the last two years. According to a National Association of Broadcasters study, of the 699 TV stations (307 VHF and 392 UHF) within the top 100 markets, 535, or 76.5%, were group owned as of Jan. 1, 1990, compared to 497 stations out of 647 on Jan. 1, 1988.

Also during that period, 36 new TV group owners appeared, bringing the total number of group operators in 1990 to 207, compared to 188 in 1988.

The documentation of the increase in group owners is one component of the NAB study on group and cross-media ownership of TV stations in 1990 which also focuses on the growth of UHF group owners, the decline of newspaper-television local market ownership and the diversity within group owners. The study also ranks groups by their net weekly circulation—the average number of unduplicated TV households that viewed a station for at least five minutes at least once a week.

While Capital Cities/ABC's eight TV stations reach 24.40% of the country's television households—the most of any group owner—it is second to Tribune Broadcast Group in net weekly circulation (NWC). In that category, Tribune—owner of two cable superstations—has a

continues on page 71.

THE BRAIKER FAMILY TRUST
has acquired

KOLT-FM
Albuquerque/Santa Fe, New Mexico

From MESA GRANDE
BROADCASTING COMPANY

$1,000,0000.00

The undersigned acted as broker in this transaction
and assisted in the negotiations.

Kalil & Co., Inc.
3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

STOCK INDEX (CONT.)

EQUIPMENT & MANUFACTURING

		Closing Wed Feb 6	Closing Wed Jan 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	87 1/2	84 1/8	3 3/8	04.01	14	19,422
N	(ARV) Arvin Industries	20	19 7/8	1/8	00.62	18	375
O	(CCBL) C-Cor Electronics	5	3 5/8	1 3/8	37.93	5	21
O	(CTEX) C-Tec Corp.	16	15 1/2	1/2	03.22	-30	263
N	(CHY) Chyron	3/4	13/32	11/32	84.61	-2	8
A	(COH) Cohu	10 3/4	11 1/4	- 1/2	- 04.44	8	21
N	(EK) Eastman Kodak	44 1/8	42 1/8	2	04.74	45	14,315
N	(HRS) Harris Corp.	25 3/4	22 5/8	3 1/8	13.81	8	1,032
N	(IV) Mark IV Indus.	9 5/8	9 3/8	1/4	02.66	2	130
O	(MATT) Matthews Equip.	2	1 7/8	1/8	06.66	100	11
O	(MCDY) Microdyne	3 7/8	4 1/8	- 1/4	- 06.06	55	16
O	(MCOM) Midwest Comm.	1	1		00.00	2	3
N	(MOT) Motorola	56 3/4	53	3 3/4	07.07	14	7,464
A	(PPI) Pico Products	5/8	9/16	1/16	11.11		2
N	(SFA) Sci-Atlanta	15 7/8	13 1/8	2 3/4	20.95	8	356
N	(SNE) Sony Corp.	51 3/8	48 1/2	2 7/8	05.92	27	17,052
N	(TEK) Tektronix	20 7/8	19 1/2	1 3/8	07.05	-7	606
N	(VAR) Varian Assoc.	39 1/8	38 1/4	7/8	02.28	-186	748
O	(WGNR) Wegener	5/8	3/4	- 1/8	- 16.66	-3	4
N	(ZE) Zenith	7	7		00.00	-2	187

SERVICE

		Closing Wed Feb 6	Closing Wed Jan 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AFTI) Am. Film Tech.	3 5/8	4 1/8	- 1/2	- 12.12	12	35
O	(BSIM) Burnup & Sims	8 3/4	8 7/8	- 1/8	- 01.40	97	110
A	(CLR) Color Systems	3 5/8	3 3/4	- 1/8	- 03.33	-4	33
N	(CQ) Comsat	26 1/8	24 3/4	1 3/8	05.55	8	488
N	(CDA) Control Data	12 5/8	11	1 5/8	14.77	-3	536
N	(DNB) Dun & Bradstreet	47 3/4	46 1/2	1 1/4	02.68	17	8,713
N	(FCB) Foote Cone & B.	22 3/8	20 3/4	1 5/8	07.83	11	241
O	(GREY) Grey Adv.	130	123	7	05.69	11	146
O	(IDBX) IDB Commun.	9	8 1/4	3/4	09.09	100	57
N	(IPG) Interpublic Group	39	38 3/4	1/4	00.64	17	1,333
N	(OMC) Omnicom	25	23 3/8	1 5/8	06.95	12	655
O	(RTRSY) Reuters	48 7/8	46 1/4	2 5/8	05.67	23	21,069
N	(SAA) Saatchi & Saatchi	1 3/8	1 3/8		00.00	-1	217
O	(TLMT) Telemation	1/4	1/4		00.00		1
O	(TMCI) TM Commun.	1/4	1/4		00.00	-1	5
A	(UNV) Unitel Video	7 1/2	7 1/2		00.00	-12	11
O	(WPPGY) WPP Group	2 5/8	3 -7/16	- 13/16	- 23.63		107

Standard & Poor's 400	358.07	403.14	45.07	-11.8%

Continued from page 69.

NWC reach of 25.2%, compared to 22% for Capital Cities/ABC (see chart). NBC, at 19.2% ranks third in NWC while CBS's acquisition of WCIX-TV Miami moved the group owner from fifth to fourth at 17.5%. After selling its Boston property, Fox fell from fourth to fifth at 16.6%. Gillett Holdings Inc. reaches 11.4%.

NBC and CBS reach 22.18% and 20.82% of the nation's households. The study says nine groups reach between 5% and 10% of the nation's TV households. Twenty groups reach between 2.5% and 5%; 54 reach between 1% and 2.5% and 118 groups reach less than 1% of the nation's TV households.

The report says a "significant degree of diversity exists within group ownership." There are more than 100 groups that own the 535 group-owned properties. In all markets, there are about 207 groups that own or have some interest in 843 stations. That, the study says, is an average of 4.1 stations per group. That number has been flat for two years.

Group owners have shown more interest in UHF stations over the last six years. While the percentage of group operators owning VHF properties in the top 100 markets in 1990 was 89.6%, compared to 89.9% in 1988, the number of group-owned UHF stations in the top 100 markets went from 65.7% in 1988 to 66.3% in 1990. The growth is even more noticeable over the last six years. In 1984, 134 UHF stations were controlled by group owners. That number has almost doubled, to 260 in 1990. The total number of UHF stations in the top 100 markets during the six-year period went from 223 to 392—a 75% increase.

On the crossownership front, the study reports there has been an increase in the "overall co-ownership of newspaper and TV properties....Despite this increase in common ownership, a marked decline has taken place in local cross-media ownership of TV and daily newspapers." Ownership of both TV and daily newspapers in the top 100 markets declined from 27 in 1988 to 25 in 1990. In 1975, 60 TV stations were owned with local newspapers. The total number of newspaper-affiliated group owners in 1990 was 41, down five from 1988.

Besides newspaper-television cross-ownership, the study reports that as of 1990, four of the 25 largest group owners also own cable systems and 11 publish daily newspapers. Also, 15 of the top 25 group owners have a hand in program production outside of their own operations through network ownership (NBC, ABC, CBS) syndication and/or motion picture companies (Tribune, Fox, TVX). **—JF**

Continued from page 67.

an 81% jump in operating income, to $2.3 million. Comparable numbers for the full year were $119 million, up 11%, and $6.7 million, up 90%.

At Tribune, fourth-quarter broadcasting and entertainment revenue declined 6% to $137 million. Television revenue was up 4%, while radio was down 11%, and entertainment dropped 57%. As a result, operating profit also declined for the quarter, 13%, to $14 million. Full-year results saw an 11% gain in operating profit, to $108 million, on a 7% gain in revenue, to $624 million. The company attributed full-year improvement to "...improved results in television, which more than offset a modest downturn in radio and a decline in entertainment profit." Results also benefitted from the fact that Tribune took a $10 million programing write-down in the prior-year's second quarter.

Noticeable accounting factors were "principally" responsible for helping Media General's broadcasting division report a 101% jump in operating profit for the quarter, to $10.1 million; a 50% gain for the full year, to $24.6 million. The company said $5.3 million of the division's operating profit came from a reversal of previously estimated losses relating to the company's discontinuance of its broadcast services unit. **—GF**

Clemson, SC. Filed Dec. 18, 1990.

■ **St. George, UT** (BPH901231MC)—EH Communications Inc. seeks 95.9 mhz, 93 kw, ant. 2,030 ft. Address: P.O. Box 1194 St. George, UT 84771. Principal has no other broadcast interests. Filed Dec. 31, 1990.

■ **McCleary, WA** (BPH901224MG)—Jaime Broadcasting seeks 96.9 mhz, 25 kw, ant. 328 ft. Address: 158 N. 203rd St., Seattl , WA 98133. Principal has no other broadcast interests. Filed Dec. 24, 1990.

Actions

■ **Holbrook, AZ** (BPH890118MF)—Granted app. of 92.1 mhz; 3 kw; ant. 328 ft. Address: 250 North Broadcasting Lane, Holbrook, AZ 86025. Principal is headed by Roy E. Friedman and Jay B. Williams and has no other broadcast interests. Action Jan. 28.

■ **Soledad, CA** (BPH880602OC)—Granted app. of Soledad Radio Ltd. for 105.3 mhz; .63 kw H&V; ant. 699 ft. Address: 329 Walnut Place, King City, CA 93930. Principal is headed by Linda M. Mauras, and Ralin Broadcasting Corp., which is licensee of KLFA(FM) King City, CA. Action Jan. 24.

■ **Lecanto, FL** (BPED890523MG)—Granted app. of the Bishop of the Diocese of St. Petersburg for 88.3 mhz; 3.8 kw, ant. 259 ft. Address: 6363 9th Ave. North, St. Petersburg, FL 33743. Principal has no other broadcast interests. Action Jan. 18.

■ **Kahaluu, HI** (BPH890504MG)—Granted app. of Shaka Broadcasting Ltd. for 106.1 mhz; .035 kw; ant. 3,198 ft. Address: P.O. Box 1570, Kealakekua, HI 96750. Principal has no other broadcast interests. Action Jan. 23.

■ **Webster, MA** (BPH871113MC)—Granted app. of Okun Broadcasting Corp. for 98.9 mhz; 3 kw H&V; ant. 328 ft. Address: Douglas Rd., Webster, MA 01570. Principal is headed by Alan S Okun, licensee of WGFP(AM), Webster, MA. Action Jan. 23.

■ **Wilburton, OK** (BPH891025MF)—Granted app. of Blue Mountain Broadcasting for 103.7 mhz; 6 kw; ant. 272 ft. Box H, Poteau, OK 74953. Principal is headed by Jeffrey D. Southmayd, who is shareholder in Leverrier Broadcasting Co. Inc., licensee OF WESI(FM) Strasburg, VA and WAPP(FM) Berryville, VA, and is also Shareholder in Austin Broadcast Service Inc., licensee of KFXI(FM) Marlow, OK. Peter W. Lechman is shareholder in Austin Broadcast Services Inc. and Peanut Whistle Broadcasting Co., and is permittee of WJNA(FM) Churchvill, VA. Action Jan. 18.

■ **Ellensburg, WA** (BPED900116MQ)—Granted app. of Washington State University for 90.7 mhz; 5 kw; ant. 2,552 ft. Address: KWSU Radio-TV Service, Murrow Center, Pullman, WA 99164. Principal is headed by Scott B. Lukins, Belinda K. Pearson, Richard R. Albrecht, R.M. Crow, Edwin J. McWilliams, Louis H. Pepper, Frances L. Scott, Kate B. Webster and William R. Wiley, and has no other broadcast interests. Action Jan. 18.

■ **Montgomery, WV** (BPH891220MG)—Granted app. of Upper Kanawha Valley Broadcasters Inc. for 93.3 mhz; .4 kw H&V; ant. 715 ft. Address: P.O Box 750 Montgomery, VW 25136. Principal is headed by Arthur Clark, Geaorge Waters, Ted Julian and Jeffery R. Batten and has no other broadcast interests. Action Jan. 25.

FACILITIES CHANGES

Applications

AM's

■ **Moulton, AL** WHIY(AM) 1190 khz—Jan. 16 application for CP to correct coordinates to: 34 28 57N 87 18 23W and increase tower height.

■ **Williston, ND** KQSR(AM) 660 khz—Jan. 17 application for mod. of CP (BP811120AE) to augment nighttime DA pattern.

■ **Marshfield, WI** WDLB(AM) 1450 khz—Jan. 23 application for CP to change TL: .5 km SE of County Trunck E and Mann St., 3.7 km NNE of center of Marshfield, WI; 44 41 49N 90 09 20W.

FM's

■ **Stockton, CA** KFMR(FM) 100.1 mhz—Jan. 16 application for mod. of license (BLH791221AJ) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Savannah, GA** WEAS-FM 93.1 mhz—Jan. 18 application for CP to change ERP: 81.3 kw H&V, ant.: 981 ft.; change TL: approximately 7 km NW of I-95 on Hwy. 204, Chatham County, GA.

■ **Lahaina, HI** KPOA(FM) 93.5 mhz—Jan. 17 application for mod. of license (BLH841107LO) to increase ERP: .37 kw H&V (pursuant to docket #88-375).

■ **Clear Lake, IA** KZEV(FM) 103.1 mhz—Dec. 7, 1990 application for mod. of license (BLH7695) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Fairfield, ME** (no call letters) 93.3 mhz—Jan. 16 application for mod. of CP (BPH881011ME) to change freq: 93.5 mhz; change ERP: 13.5 kw H&V; ant.: 440 ft.; TL: RFD 3, Box 5860, Skowhegan, Somerset County, ME; change to class C3 (per docket #89-467).

■ **Grasonville, MD** WBEY(FM) 103.1 mhz—Jan. 9 application for CP to change ERP: 6 kw H&V.

■ **Petoskey, MI** WJML-FM 98.9 mhz—Jan. 18 application for CP to change ERP: 52 kw H&V.

■ **Amsterdam, NY** WKOL-FM 97.7 mhz—Jan. 09 application for CP to change ERP: 2.1 kw H&V; antenna.: 388 ft., change TL: 1000 ft. N of Ridge Rd., E of intersection of Ridge Rd. and Midline Rd. Fulton County, NY.

■ **Durham, NC** (no call letters) 90.7 mhz—Jan. 24 Petition for Reconsideration filed.

■ **Wadesboro, NC** WRPL(FM) 93.5 mhz—Dec. 31, 1990 application for mod. of CP (BPH880505OT as mod.) to change ERP: 2 kw H&V; ant.: 1,151 ft.; TL: .2 km SE of Junction, NC to 18 County 1455 (per docket #89-370).

■ **Spencer, OK** KROU(FM) 105.7 mhz—Jan. 22 application for mod. of CP (BPED860703MC) to change ERP: 6 kw H&V; change ant.: 328 ft.; TL: 2122 NE 86th St., Oklahoma City, OK.

■ **Stillwater, OK** KKND(FM) 105.5 mhz—Jan. 14 application for CP to change ERP: 4.9 kw H&V.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1A

Broadcasting Feb 18

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 38
Fox gears up in-house production; network chiefs bemoan sponsor skittishness

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Operators endorse NAB's DAB objectives, question its methods

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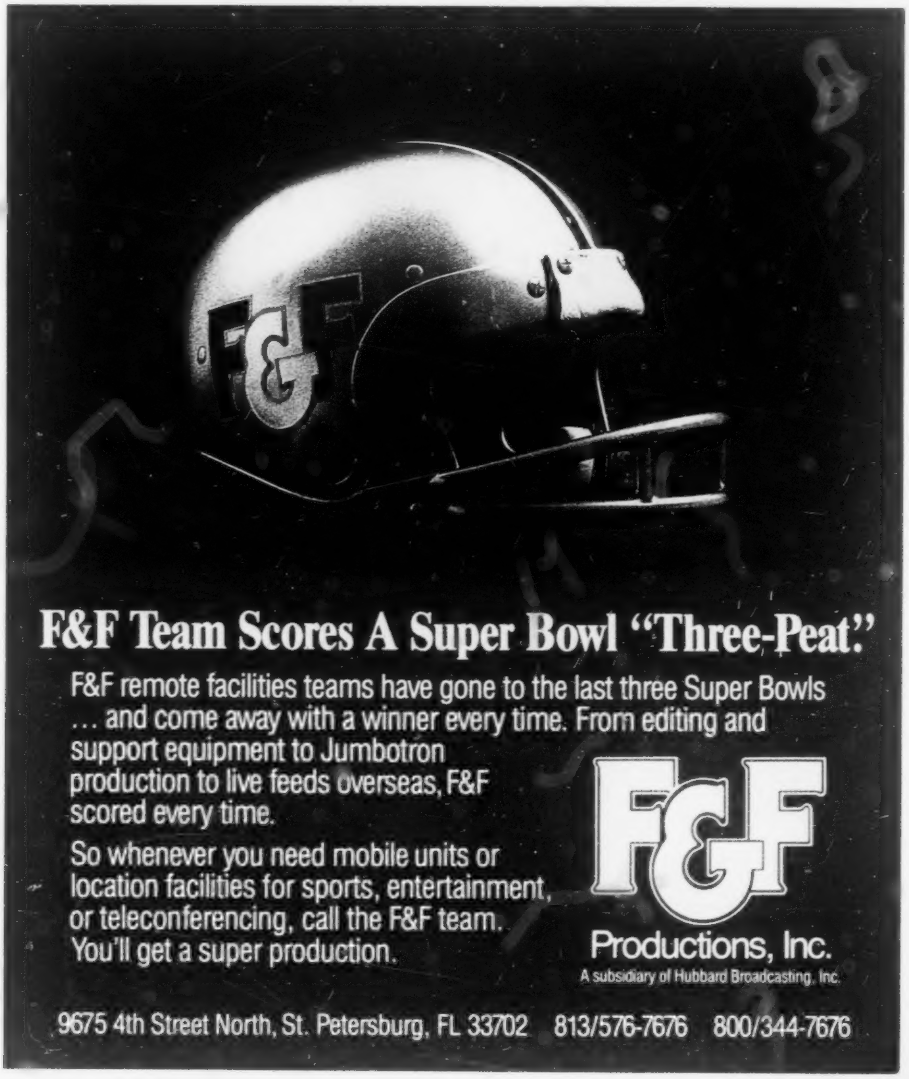
Fiber-satellite pact: Vyvx to backhaul sports for IDB-Hughes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THIS WEEK

27 / MORE INPUT ON FIN-SYN

White House Chief of Staff John Sununu weighs in on the fin-syn battle, underscoring President Bush's interest in a deregulatory solution to the issue.

29 / SQUARE ONE

In February 1990, one of the largest satellite operators and three of the largest media companies in the world promised to launch a 108-channel satellite TV service to antennas so small that U.S. consumers could mount them on their window sills. A year later, in a different economy, Hughes Communications is pitching a 1994 Sky Cable launch to a new set of parties.

31 / CBS NEWS CHANGES

Amid intense industry speculation about the future of its struggling evening newscast, CBS News replaced *CBS Evening News* executive producer Tom Bettag with *CBS This Morning* executive producer Erik Sorenson. Some view the move as a first step toward a revamped evening newscast for CBS.

33 / FNN SOLD?

A joint venture of Dow Jones and Group W have agreed in principle to purchase the assets of the financially troubled Financial News Network. But NBC, which found itself outbid for FNN, may not be ready to walk away yet.

Gulf war, economy blamed for low Monte Carlo turnout (page 65)

35 / GOLDENSON PERSPECTIVE

Leonard Goldenson, who sat at the top of ABC for virtually all of its history, talks about what he is doing now, his views on the industry and about his new book, "Beating the Odds," which is reviewed on page 37.

38 / CHAO SETS SIGHTS

Fox Television Stations Productions, the in-house production division of Fox Television Stations Inc., is setting its sights on the launch of two new half-hour series under the guidance of FTSP's vice president, Stephen Chao. *Studs*, a new half-hour strip, and *Mother Love*, a late night talk show strip hosted by a former KFI(AM) Los Angeles radio personality, are both slated for March tests on Fox O&O KTTV(TV) Los Angeles. If successful, a wider test on the other six Fox O&O's, Twentieth (Fox) Television syndication or a series order from Fox Broadcasting Co. is possible.

39 / COLLECTING THE FRAGMENTS

According to a British Broadcasting Corporation panel session held in New York, attitude and innovation in programing are keys to attracting the young adult audience.

49 / DBS, PPV SUPPORTERS DOWNSIZE AMBITIONS

Competitive pressures and the hard realities of a worsening economy—at least for the first half of this decade—will slow the development of DBS and PPV, according to major cable and DBS executives at last week's Future of DBS and Pay Per View seminar in Beverly Hills.

43 / DAB CONCERNS

While the NAB radio board enthusiastically has endorsed the association's plan to back the Eureka 147 DAB system and to serve as U.S. licensing agent, other broadcasters have reservations about the action. Last week, at two separate meetings in Washington—the Radio Operators Caucus and a Group Fly-In—broadcasters applauded NAB's efforts, but voiced concerns over potential conflict of interest, AM-FM parity, the capabilities of the Eureka system to broadcast in the L band, and whether other systems might actually better serve the industry. While most radio operators support adoption of an industrywide DAB standard, many suggest that prudence is a necessary first step in that direction.

44 / PIRATE SHIFTS COURSE

Westwood One last week fired Station Group Executive Vice President Michael Kakoyiannis and KQLZ(FM) morning host/programer Scott Shannon. Westwood Chairman Norm Pattiz said the change would move control of the company's radio stations to Los Angeles, cut "extraordinary" operational costs incurred by "Pirate Radio," and better position the station against other Los Angeles AOR outlets by eliminating its CHR hybrid sound.

45 / GENDER GAP

Women account for about four times as many radio sales managers as TV sales managers, and almost half of all radio account executives are women,

ON THE
ROAD
TO
NAB

Looking ahead to NAB (page 62)

according to a new study released by the Radio Advertising Bureau. Also revealed in the study: some 27% of all radio sales managers are women, versus 7% in television, while 48% of all radio salespeople are women, compared with 39% in TV.

50 / THE WARNER ROADSHOW

Warner Bros. executives are visiting top MSO's across the country, trying to convince them just how profitable pay per view can be.

51 / CABLEVISION PLAYS FOR TOPS

Cablevision Systems has signed up for Showtime's Total Optimization of Pay Services plan, which provides the premium network with a fixed base revenue and Cablevision with the flexibility to package Showtime as it likes. But other MSO's aren't yet ready to follow suit.

54 / SELLS FEW TO SAVE MANY

Emmis Broadcasting, one of the radio industry's fast climbers during the 1980's, has rejoined the rest of the industry in reevaluating its structure for the 1990's. Ongoing asset sales have helped reduce debt but a weak operating environment keeps focus on the company's future.

58 / FAMILY FEUD

The long-standing friction between the FCC and the FAA over control of spectrum management and use has heated up considerably since the FAA announced a rulemaking proceeding that would expand its ability to deny clearance to broadcasters and other spectrum users because of potentially hazardous electromagnetic interference to avionics. Some in both agencies say there is more to the feud than policy differences. What is certain is that the FAA has for the past few years made it very difficult for broadcasters, especially FM's, to build new stations or improve existing facilities.

61 / MOVE TO BOYCOTT CNN

The Victory Committee, a coalition of "pro-American" organizations, including Accuracy in Media, has launched a major campaign to force CNN to move its reporter, Peter Arnett, out of Baghdad. The group has called for a boycott of the cable network until Arnett leaves.

62 / BOUND FOR LAS VEGAS

BROADCASTING begins its annual "On the Road to NAB" series, focusing on the new equipment introductions and technology issues expected to take center stage at the National Association of Broadcasters convention in Las Vegas, April 15-18. Over the next eight weeks some of the ground the "Road" will cover includes video graphics and effects, DAB and other radio issues, videotape recorders and formats and HDTV. This week: flyaway newsgathering systems and other satellite equipment and services.

64 / FIBER-SATELLITE BACKHAUL BOND

Beginning this spring, IDB Broadcast Group and its Hughes Television Network (HTN) division will transmit some baseball games and other events over the Vyvx National Video Network fiber optic system. HTN praised the video quality of Vyvx transmissions, but both HTN and Vyvx say fiber's lack of point-to-multipoint capability will initially limit its use.

65 / MONTE CARLO OUTLOOK

The Gulf war may have been only one reason for the lower-than-usual turnout at the annual Monte Carlo Television market last week, with diminishing buying power among some overseas broadcasters and harsh weather also raised as factors. Nevertheless, every major distributor was represented and some participants said business remained active.

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Incorporating

The Fifth Estate
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order to Touchstone Television for a half-hour comedy about a woman in her 30's who inherits a car-repair garage. Strawther-Murphy will serve as executive producers.

Touchstone has also been given a pilot order for a half-hour comedy from Carol Burnett's Kalola Productions. Burnett and Marsha Brandwynne are executive producers.

NBC has also given script commitments to Touchstone's *Dudes in Space* from David Babcock and *Them Torkelsons* from Lynn Montgomery. Both are half-hour comedies.

The network has given Cannell Productions a 13-episode order for *The 100 Lives of Black Jack Savage*. The one-hour comedy action series created by James Wong, Glen Morgan and Cannell, is about a 17th century pirate ghost who teams up with a current day pirate businessman to right their past wrongs.

Relatively Crazy, a half-hour comedy from Lorimar and Jeff Franklin, has been given a pilot order from the network.

Reasonable Doubt, set to star Marlee Matlin and Mark Harmon, is a one-hour Lorimar project that has been given a pilot commitment.

Orion has been given a script order for *Excalibur*, an updated version of "King Arthur."

Fox

Fox has given a pilot commitment for an untitled project from Paul Haggis, to be produced by MTM Entertainment.

Castle Rock Entertainment is producing a pilot being developed by the theater group Artificial Intelligence.

Renny Harlin is developing a half-hour project to star Colin Quinn of MTV's *Remote Control*. Quinn will play a raucous private detective.

Until Proven Guilty is an hour drama from Lorimar about a court reporter who solves cases by examining court testimony. **-SC**

RATINGS ROUNDUP

Week 21

NTI Network Prime Time Report for week of Feb. 4 - Feb. 10

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	21.5/33	N	Cheers
2	▲	21.1/35	C	60 Minutes
3	▲	19.2/29	A	Amer. Funniest Videos
4	▲	18.8/28	A	Amer. Funniest People
4		18.8/29	A	Roseanne
6	▲	18.6/28	C	Murphy Brown
7	▲	18.5/28	C	Designing Women
8		18.3/31	A	Barbara Walters Spec.
8	▲	18.3/31	A	Family Matters
10	▼	18.0/30	N	Golden Girls
11	▼	17.5/30	A	Full House
12	▼	17.4/27	N	A Different World
12	▼	17.4/29	N	Empty Nest
14	▼	17.2/26	C	Murder, She Wrote
14	▲	17.2/27	N	Unsolved Mysteries
16	▼	16.8/26	N	The Cosby Show
17	▼	16.4/25	C	Movie: Lucy & Desi
17		16.4/26	A	Coach
19	▲	15.8/24	N	Matlock
20	▲	15.7/26	N	L.A. Law
21	▲	15.5/23	C	Major Dad
21	▲	15.5/26	A	Perfect Strangers
21	▼	15.5/24	N	Wings
24		15.2/23	N	Heat Of The Night
24	▼	15.2/23	F	The Simpsons
26	▲	15.1/24	N	Movie: M. Hanson Story
27	▼	15.0/23	C	Rescue: 911
28	▲	14.8/23	A	Movie: Big
29	■	14.6/23	A	Anything But Love
29	▲	14.6/22	A	Doogie Howser, M.D.
29		14.6/23	N	Movie: The Chase
32	▼	14.5/27	A	20/20
33	▼	14.3/22	A	Who's The Boss?
34	▼	14.2/22	A	Growing Pains
35	▼	14.1/22	A	Wonder Years
36	▼	13.6/24	N	Carol & Company
36	▲	13.6/23	A	Going Places
36	▼	13.6/21	N	Night Court
39	▼	13.5/20	A	Davis Rules
39		13.5/21	N	Fresh Prince Of Bel Air
41	▲	13.3/21	C	Evening Shade
42		12.8/20	A	Movie: Morning Star, Pt.2
42		12.8/21	C	Cher
44	▼	12.7/21	C	Knots Landing
45		12.3/19	A	MacGyver
46		12.2/18	N	Blossom
47		12.1/21	C	Sea Of Love
47		12.1/19	C	Jake And The Fatman
49	▼	11.7/17	F	Married...With Children
50	▼	11.6/22	N	Dear John
51	▼	11.4/19	C	Dallas
51	▲	11.4/20	N	Law And Order
53	▼	11.2/17	F	In Living Color
53	▲	11.2/19	A	thirtysomething
55	▼	10.5/16	A	Father Dowling
55	▼	10.5/17	N	Seinfeld
57	▼	10.4/18	N	Fanelli Boys
58	▼	10.2/18	N	Amen
58	▲	10.2/17	A	Primetime Live
60		9.9/17	N	L.A. Law Spec.
61	▼	9.8/15	F	Babes
61	▲	9.8/17	C	Movie:Dirty Dancing
63	▼	9.7/16	A	Life Goes On
64	▼	9.6/15	C	48 Hours
65	▼	9.3/17	A	Young Riders
66	▼	9.2/16	C	Guns Of Paradise
66		9.2/16	C	Top Cops Spec.
68	▼	8.3/14	N	Dark Shadows
69	▼	8.1/12	F	Get A Life
69	▼	8.1/13	C	Good Sports
71	▼	7.9/12	C	Top Cops
72	▼	7.7/12	C	Flash
72		7.7/14	C	Sons & Daughters
74		7.6/12	A	Fantasies
75		7.4/13	N	Super Bloopers & Jokes
76	▼	7.3/14	N	Midnight Caller
77		7.2/11	F	Tot. Hidden Video Spec.
78	▲	6.9/12	F	America's Most Wanted
78	▼	6.9/11	F	Beverly Hills, 90210
80	▼	6.8/11	F	Parker Lewis
81	▲	6.6/11	F	True Colors
82	▼	6.5/10	N	Exposé
83	▼	5.8/10	F	Cops 2
84	▼	5.7/10	F	Cops
85	▼	5.5/10	F	Totally Hidden Video
85	▼	5.5/10	A	Twin Peaks
85		5.5/9	A	Under Cover
88	▼	5.4/10	C	Uncle Buck
89	▼	5.3/9	C	Lenny
90	▼	4.7/7	N	Real Life/J. Pauley
90	▼	4.7/8	N	Sunday Best
92		4.5/8	F	Parker Lewis Spec.
93	▼	3.9/6	F	Comic Strip Live
94	▼	3.6/6	F	Against The Law

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ $3,654,539 □ 6
FM's □ $3,054,741 □ 8
AM-FM's □ $795,400 □ 3
TV's □ $7,383,000 □ 4
Total □ $14,887,680 □ 21

Year to Date:
AM's □ $7,851,539 □ 27
FM's □ $34,118,103 □ 36
AM-FM's □ $31,406,378 □ 26
TV's □ $80,468,000 □ 12
Total □ $153,844,020 □ 101

For 1990 total see Jan. 7, 1991 BROADCASTING.

WFYR-FM Chicago □ Sold by Summit-Chicago to Major Broadcasting for $19 million. **Seller** is headed by James Wesley, Owen Weber and Adrian Cox, and also owns five AM and six FM stations in New York, Chicago, Baltimore, Dallas, Atlanta, Denver and Dayton, and cable systems in Georgia (including Atlanta) and North Carolina. **Buyer** is headed by Thad, John, Luke and Charles Allen, brothers, whose deal with Ragan Henry for WKSG(FM) Mt. Clemens, Mich., for $6.75 million ("Changing Hands" Jan. 14) did not go through. Allens have no other broadcast interests. WFYR has continuous soft hits format on 103.5 mhz with 4.3 kw and antenna 1,548 feet above average terrain. *Broker: H. B. LaRue Media Brokers.*

KPOM-TV Ft. Smith and KFAA(TV) Rogers, both Arkansas □ Sold by J.D.G. Television Inc. to Westark Broadcasting Ltd. for $4.383 million. Price includes $1.5 million cash at closing, $1.883 million seller term note at 10% and $1 million seller bridge note at 10%. **Seller** is headed by Duane Harm, and is 95% owned by Griffin Television Inc., licensee of KWTV(TV) Oklahoma City. **Buyer** is headed by G. Bradford Bulkley, who has 13.94% ownership in and is general partner of Communications Partners Ltd., which has interests in KFMX Radio Ltd. (99%), Cordell Publications Ltd. (24%), Civic Communications Corp. (2.6%) and Hoker Broadcasting Inc. (11.2%). KPOM is NBC affiliate on ch. 24 with 2,510 kw visual, 251 kw aural and antenna 1,040 feet above average terrain. KFAA is NBC affiliate on ch. 51 with 5,000 kw visual, 500 kw aural and antenna 932 feet above average terrain.

KLJB-TV Davenport, Iowa □ Sold by Davenport Communications Ltd., debtor in possession, to A & H Footwear Inc. for $3 million cash at closing. In addition, buyer shall assume, pay, discharge and perform all obligations and liabilities of seller. **Seller** is headed by Gary Brandt, Richard Greenblatt, Kathleen N. DeBoeuf, Lee Hanna and Edward Hanna. Lee Hanna has 5% interest in licensee of KSAS-TV Wichita, Kan., and permittee of KAAS-TV Salina, Kan. Edward Hanna is 1% shareholder of Pueblo Television Corp. and through tv/USA Pueblo Ltd. is permittee of KPCA(TV) Pueblo, Colo. **Buyer** is headed by Allan Greenblatt (50%) and Herbert Somekh (50%), and presently are limited partners of assignor. KLJB is Fox affiliate on ch. 18 with 3000 kw visual, 300 kw aural and antenna 1,010 feet above average terrain.

WALI(AM)-WROG(FM) Cumberland, Md. □ Sold by Tschudy Communications Corp. to James P. O'Leary for $1.8 million. **Seller** is headed by Earl Judy Jr., who owns WBRJ(AM)-WEYQ(FM) Marietta, Ohio; WSKO(FM) Buffalo Gap, Va.; WMQC(FM) Westover, W.V., and WCRO(AM) Johnstown, Pa. (sold pending FCC approval). **Buyer** heads Laurel Broadcasting Inc., licensee of WISL(AM) Shamokin, Pa. WALI is fulltimer with oldies format on 1230 khz and 1 kw. *Broker: Cecil L. Richards Inc.*

WRQR(FM) Farmville, N.C. □ Sold by WRQR Inc. to Hardy Broadcasting Inc. for $1.05 million. Price includes $150,000 cash at closing and $900,000 assumption of seller's liabilities. **Seller** is headed by Sam Floyd and Ronald L. Stone, and have 20% interest in WFAI(AM) Fayetteville, N.C.; 25% interest in WASC(AM) Spartanburg, S.C.; 33.3% interest in WAAJ(AM) Huntsville, Ala., and 50% interest in WSJC(AM) Magee, Miss. **Buyer** is headed by H. Steve Hardy (50%) and Steven I. Cohen (50%), and has no other broadcast interests. WRQR has adult contemporary format on 94.3 mhz with 1.95 kw and antenna 407 feet above average terrain.

WBUX(AM) Doylestown, Pa. □ Sold by Central Bucks Broadcasting Co. to Network Broadcasting Corp. for $1 million. Price includes $425,000 cash at closing, $100,000 escrow deposit and $475,000 payable in three equal annual installments

Continues on page 57.

CLOSED!

KXXX-FM, San Francisco, California from Emmis Broadcasting Corporation to Peter Bedford for $18,500,000.

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■ **KFNA(AM) El Paso, TX** (BAL901127EA: 1060 khz; 10 kw-D)—Granted app. of assignment of license from Norman Fischer & Associates to K-Fina Results Inc. for $100,000. Seller is bankruptcy trustee, and have no other broadcast interests. Buyer is headed by Robert Coral (40%), Armando de Leon Jr. (40%), Aida Manges de Otanez (10%) and Enriqueta Gomez (10%), and have no other broadcast interests. Action Feb. 4.

■ **KRGE(AM) Weslaco, TX** (BAL901113EC; 5 kw-U)—Granted app. of assignment of license from Sunbelt Radio Group Inc. to Christian Ministries of the Valley for $300,000. Seller is headed by Richard N. Lea, Dain Schult, Martin T. Gatins and Jo Ann Waddell, and is licensee of KRRG(FM) Laredo, TX. Buyer is headed by Elias Garza, Eli Garza, Enrique Garza and Andrea Garza, and have no other broadcast interests. Action Jan. 31.

NEW STATIONS

Actions

■ **Lindsay, CA** (BPH880504ME)—Granted app. of Lindsay Broadcasting for 103.3 mhz; .528 kw H&V; ant. 751 ft. Address: 12550 Brookhurst St., Ste A, Garden Grove, CA 92640. Principal is headed by Linda Ware and has no other broadcast interests. Action Jan. 28.

■ **Belle Plaine, IA** (BPH890526ME)—Returned app. of Robert M. Mason for 95.7 mhz; 3 kw; ant. 328 ft. Address: 1943 Greenview, Northbrook, IL 60062. Principal is 100% stockholder of CP (BPH870819NE) at Mt. Morris, IL, and is individual applicant of CP (BPH880229MD) at Charlestown, IL. Action Jan. 23.

■ **Mansfield, PA** (BPH900116MW)—Granted app. of Jennifer Lamb for 92.3 mhz; .417 kw; ant. 866 ft. Address: 5252 Salisbury Dr., Newark, CA 94560. Principal has no other broadcast interests. Action Jan. 30.

■ **Socastee, SC** (BPH871231ND)—Granted app. of Puritan Radiocasting Co. for 99.5 mhz; 3 kw H&V; ant. 328 ft. Address: 11560 Rolling Green Court, Reston, VA 22091. Principal is headed by Dorothy P. Rackley and Ronald D. Rackley, and has no other broadcast interests. Action Jan. 30.

■ **Palacios, TX** (BPH860422MF)—Dismissed app. of Bay Broadcasting Ltd. for 100.7 mhz; 3 kw H&V; ant. 984 ft. Address: Hwy 35 East, Bay City, TX 77414. Principal is headed by Oak Creek Communications and Brenda Clark, and has no other broadcast interests. Action Jan. 22.

■ **Salt Lake City** (BPED901105MJ)—Granted app. of Salt Lake Baptist Academy for 88.3 mhz; .5 kw; ant. -1,187 ft. Address: P.O. Box 20555 West Valley City, UT 84120. Principal is headed by Rev. Marshall Warneke, Eric Martinez, Scott Arrington and Ron Escudero, and has no other broadcast interests. Action Jan. 29.

FACILITIES CHANGES

Applications

AM's

■ **Orange, CA** KSRT(AM) 830 khz—Jan. 29 application for mod. of CP (BP810209AK) to make changes in antenna system.

■ **Graham, NC** WSML(AM) 1190 khz—Jan. 30 application for mod. of CP (BP850905MD) to augment nighttime standard pattern.

FM's

■ **Wrightsville, AR** (no call letters) 107.7 mhz—Jan. 25 application for mod. of CP (BPH871109ME) to change ERP: 2.7 kw H&V; change ant.: 489 ft.

■ **Burney, CA** (no call letters) 89.7 mhz—Jan. 25 petition for reconsideration of grant is denied.

■ **Julian, CA** KBNN(FM) 100.1 mhz—Jan. 24 application for mod. of CP (BPH850710MC) to change ERP: .048 kw H&V; change ant.: 2,221 ft.; TL: 23690 Volcan Rd., Julian, CA.

■ **Temecula, CA** KRTM(FM) 88.9 mhz—Jan. 25 application for mod. of CP (BPED900223MA) to change ERP: 1.15 kw H&V; change ant.: 453 ft.; TL: 30025 Front St., Temecula, CA 92390.

■ **Grand Junction, CO** KPRN(FM) 89.5 mhz—Jan. 22 application for mod. of CP (BPED880920IH) to change ERP: 50 kw H&V.

■ **Holmes Beach, FL** (no call letters) 98.7 mhz—Jan. 25 application for mod. of CP (BPH861208MW as mod.) to change ERP: 23 kw H&V; ant.: 328 ft.; TL: PN Pine Key just W of Florida State Rte 693, FL; change to class C3 (per docket #89-424).

■ **Savannah, GA** WEAS-FM 93.1 mhz.—Jan. 18 application to change ERP: 81.3 kw H&V; ant.: 981 ft.; TL: approx. 7 km NW of I-95, Hwy 204, Chatham county, GA.

■ **Chicago** (no call letters) 88.3 mhz—Jan. 29 application for mod. of CP (BPED880324MA) to change ERP: .15 kw H&V; ant.: 128 ft., TL: 10044 S Central Park, Chicago.

■ **Indianapolis** WAJC(FM) 104.5 mhz—Jan. 24 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.; TL: 2.3 km NW of intersection of N Meridian and E 38th St., Butler University Campus, Indianapolis.

■ **Ogden, KS** KQLA(FM) 103.9 mhz—Jan. 17 application for CP to change freq: 103.5 mhz; change ERP: 50 kw H&V; change ant.: 305 ft.; class: C2 (per docket #90-16).

■ **Coushatta, LA** KSBH(FM) 92.3 mhz—Jan. 18 application for mod. of CP (BPH880415ME) to change freq: 94.9 mhz; change ERP: 25 kw H&V; TL: located on Farm Rd., 1.1 km W of LA 485, 2.1 km SW of Powhattan, Natchitoches Parish, LA; class: C3 (per docket #89-447).

■ **Fairfield, ME** WEZO(FM) 93.3 mhz—Jan. 16 application for mod. of CP (BPH881011ME) to change ERP: 13.5 kw H&V; ant.: 440 ft.; TL:RFD 3 Box 5860 Skowhegan, ME.

■ **Dewitt, MI** WQHH(FM) 96.5 mhz—Jan. 28 application for mod. of CP (BPH870914MR as mod.) to change TL: .8 kw SW of the intersection of Cutler Rd. and Francis Rd.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Feb 25

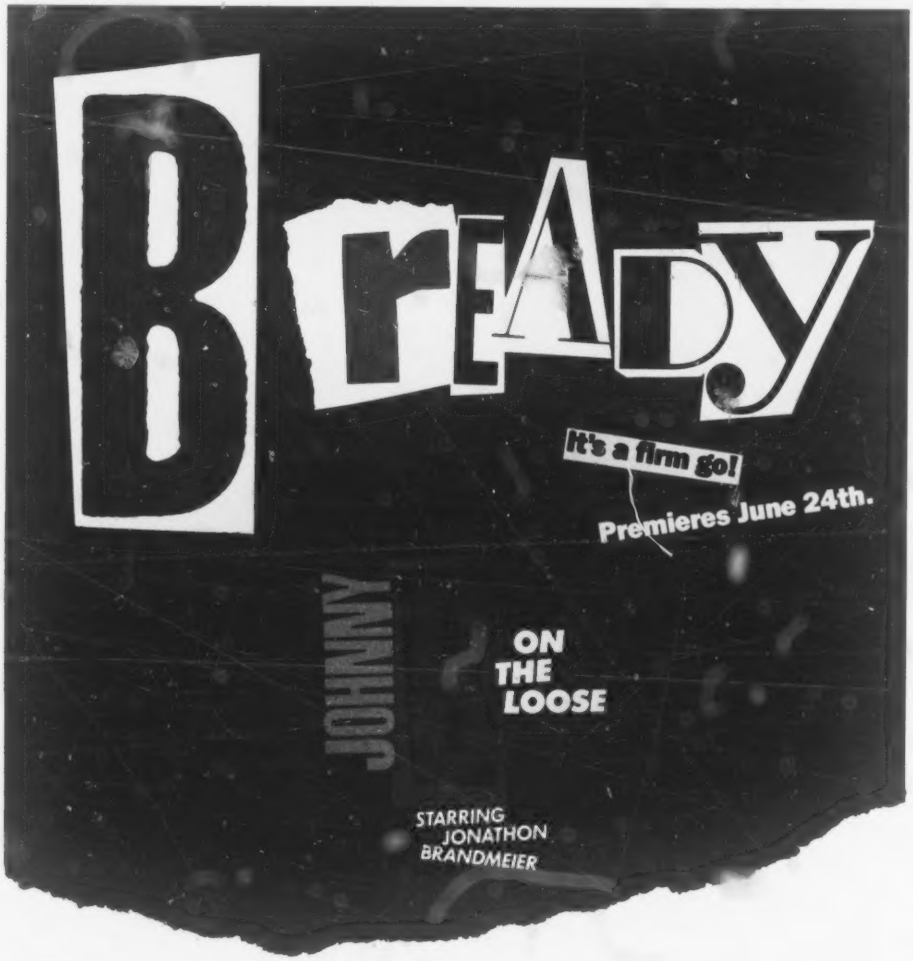
Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 31
'Wonder Years' collects clearances; lotteries gamble on syndication

RADIO / 35
RADAR 42: ABC has top 10 network radio shows; war humor

CABLE / 39
TCI's Sie leaves post to launch low cost movie service, Encore

BUSINESS / 43
1992: elections, winter and summer Olympics bode well, but uncertainties exist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Vol. 120 No. 8 $2.50

UP IN A DOWN ECONOMY

COMING INTO HIS OWN AT THE FCC

THIS WEEK

19 / NEW DEAL ON FIN-SYN

The FCC's first draft of a new financial interest-syndication deal includes phasing out the prohibitions against networks acquiring financial interest and syndication rights in programs from outside producers: allowing the networks to produce as much of their schedules in-house as they want, permitting them to syndicate all shows they produce or for which they acquire syndication rights, and barring the networks from warehousing off-network shows from the syndication market and from steering shows to their own affiliates.

20 / CABLE GROWTH

Cable MSO's, which are reporting steady revenue and operating cash flow results for 1990, continue to prosper in a down economy, as companies report solid basic growth in January, despite the recession. While broadcast network profits are hampered by the slow advertising climate, cable penetration continues to climb.

22 / WINNING STREAK

With a big boost from last week's *Grammy Awards* telecast, and its preceding retrospectives and other specials, CBS is experiencing a ratings resurgence. Through Feb. 20, CBS led the way in both the Nielsen and Arbitron sweeps. If it can hold its lead—and by most accounts it will—CBS will have its first sweeps win since February 1985.

The FCC's Al Sikes (page 27)

24 / FREEDOM OF THE PRESS

ABC newsman Ted Koppel said Pentagon press restrictions undermine the competitive nature of American journalism, and, as a result, have contributed to what he calls a "passive" press. The result, he said, is a lower quality of news from the Persian Gulf.

27 / AL SIKES: VIEW FROM THE TOP

The broadcaster-lawyer from Missouri talks about the agency he oversees in this "At Large" with BROADCASTING editors, covering the crises and promises, present and future.

31 / 'WONDER' WANDERING

Turner Program Services has cleared *The Wonder Years*, scheduled for a fall 1992 syndication start, in 19 U.S. markets. In seven of those markets, the show has been sold on a blind bid basis.

35 / RADAR RANKINGS

Just-released RADAR 42 results reflect the changes in network radio over the past 18 months. They also show that ABC's Paul Harvey continued to dominate the list of top 10 network radio shows, and ABC took the top 10 spots in the same category, for the first time. The radio network also had 42 of the top 50 radio shows, with the eight remaining top 50 slots going to CBS.

36 / GULF HUMOR

Morning show disk jockeys who find humor in topical issues are finding that today's hottest story—the Persian Gulf war—is not funny. But DJ's and comedy producers alike agree that different aspects of war can be treated with humor, while others must be handled with respect.

39 / SIE: THE FUTURE

John Sie, senior vice president of Tele-Communications Inc., is leaving the cable company to launch a new, low-cost, pay movie service called Encore, which is majority owned by TCI's Liberty Media.

40 / SCI-FI TO PREMIER IN FALL

The Sci-Fi Channel says it has commitments from 35% of the top 100 MSO's for its planned fall launch, when it hopes to have seven million subscribers.

40 / WAR BOOST

Although CNN ratings have leveled off since the beginning of the war, all four Turner Broadcasting System cable networks combined have grabbed a larger national audience than any broadcast network since the start of the war.

43 / BOOM OR BUST?

Broadcasters are looking forward to 1992, the last time the Fifth Estate will get a three-event boost from a presidential election year and both the summer and winter Olympics. Just how well the economy rebounds from its current state is unknown, however. And, with the Olympics now spread out on the networks, cable and pay per view, fragmentation must be considered. As for elections, already there is a delay in launching campaigns for 1992, and the lowest unit rate issue may mean that broadcasters will be under constant scrutiny from ad agencies and the FCC. There is also the distant possibility of campaign reform and the elimination of political action committees, which could have a negative impact on political advertisers.

44 / UNWIRED PITCH

With Major League Baseball's opening day a little over a month away, three unwired networks are busy pitching advertisers the value of unwired buys verses network buys. Up until a few years ago, the National Baseball Network had the field to itself. Now, newer networks are moving in and that leaves some broadcasters and rightsholders wondering if there are too many players calling for the ball.

48 / UHF TUBE TALK

English Electric Valve Co. (EEV), a British-based transmitter tube manufacturer, will show second-generation klystrode and MSDC klystron tubes at the NAB equipment exhibition next April. Both new technologies have been embraced by all of the major United States-owned UHF transmitter manufacturers.

Walter Cronkite, Pentagon spokesman Pete Williams (foreground) at Senate hearing on press restrictions in Gulf (page 52)

50 / EXPANDED NEWSGATHERING

A group of European nations has accelerated plans for regional high-power direct broadcast satellite delivery, authorizing the European Telecommunications Satellite organization to provide a bird for launch in mid-1993, three years ahead of Eutelsat's planned four-satellite Europesat DBS service. In addition, the European Broadcasting Union has bought enough future Eutelsat capacity to triple its Ku-band satellite TV services by 1995.

52 / DELICATE BALANCE

Former CBS anchorman Walter Cronkite, *New York Times* correspondent Malcolm Browne and other journalists told the Senate Committee on Government Affairs that Pentagon press rules were unduly restricting the media's ability to cover events in the Persian Gulf war. Although most agreed there was, as Senator John Glenn said, a "delicate balance between protecting military secrets and the public's right to know," most also agreed with another lawmaker, who said that "controlling access to news sources gives...the military a powerful tool with which to affect the images the public receives of this war."

54 / DOUBLE EXPOSURE FOR 'TWIN PEAKS'

Twin Peaks has had far greater success overseas than in the United States, where ABC last week pulled it, at least temporarily, from its Saturday night slot. In Spain, the mystery hour has pulled shares of 50-plus, 30-plus in Italy and, in the UK, ratings its schedulers have called phenomenal.

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AIDED BY CNN, CABLE INDUSTRY IS DODGING RECESSION

MSO's report solid revenue growth for 1990 and strong start to '91; many credit Persian Gulf war coverage

Cable MSO's, which are reporting steady revenue and operating cash flow results for 1990, continue to prosper in a down economy, as companies report solid basic growth in January despite the recession.

While broadcast network profits are hampered by the slow advertising climate (see below), cable penetration continues to climb, providing MSO's with steady growth in a recessionary environment. Cable programing networks are also faring well, as evidenced by the 1990 figures released last week, as their dual revenue streams insulate them from the financial drops sustained by broadcasters.

"The experience of the last couple of months has been quite positive for cable," said Mark Riely, partner at MacDonald Grippo Riely. January, traditionally a flat or down month for basic and pay subscriptions due to year-end rate increases, has been a month of growth for many MSO's, he said. Many cable executives believe the main reason is CNN's Persian Gulf war coverage, which will have lasting trickle-down effects beyond a new influx of subscribers. "What CNN did in the Gulf," said Glenn Jones, chief executive officer of Jones Intercable, "gave the whole industry an uptick in integrity and visibility." All that has added "to the perception of value. Everybody was watching CNN."

Ted Livingston, Continental senior vice president, marketing, said: "My sense is that basic was strong [in January], to a considerable extent because of CNN.... Anything like this builds on [cable's] consumer value. It's certainly going to have a long-term positive impact." But he wasn't sure CNN would bolster numbers throughout the year, saying it may accelerate basic growth that might have occurred in 1991 anyway. But he guessed CNN may be responsible for a 0.2% or 0.3% increase this year.

Margaret Combs, president and chief operating officer of the Cable Television Administration & Marketing Society, said: "Clearly, CNN has made a positive acquisition impact," based on her discussions with dozens of cable marketers. As people get into the cable habit, it's tough to break, she said. Once new subscribers are on line for more than four months, they are less likely to disconnect.

There is also a view that the lasting impact of the war will be felt on CNN's ratings. John Mathwick, group vice president, marketing, Jones Intercable, said "those viewers may stick," which could erode broadcast network ratings even more. "That may be even more important," he said, than initial subscriber gains.

Cable MSO's are reporting strong basic growth in January, continuing the double-digit revenue growth trend set in 1990. Tele-Communications Inc. posted basic internal growth of 4.7% in 1990 and 5% through acquisition. But pay households were down 8%, according to the company. Analysts at a Goldman Sachs media conference last week reported that TCI's subscriber numbers were up in January, typically a flat or down month, with the increase attributed to better customer service and CNN's war coverage.

Analysts said that Bernard Schotters, TCI vice president, finance, said TCI's acquisition of a small Pennsylvania system late last year will not be an isolated buy. Schotters spoke of TCI's continued interest in acquiring small systems, and has several hundred million dollars available for that purpose.

United Artists Entertainment saw basic units rise 7% in 1990, and even witnessed its pay units rise by 9%. UAE executives told analysts they expect 5% basic growth in 1991.

Cox Cable said it had "a very strong January," while pay was flat. Basic subscribers rose 4% in 1990 at Cox, with the addition of 61,000 subscribers (1.61 million overall), while pay units increased almost by 5,000.

Cablevision Systems also reports subscriber growth in January, despite a recession that is particularly damaging to the economy of Long Island, N.Y., where Cablevision has its largest system. Cablevision still foresees 3%-4% growth in basic penetration on Long Island, and 4% in its other systems. The MSO had 5% basic subscriber growth in 1990, and lost 0.3% pay units in the year.

Rick Sperry, Comcast vice president, marketing and sales, said net basic growth in January was "very strong," while pay was flat. What effect CNN had on the January numbers was hard to quantify, he said.

The handful of MSO's who have reported 1990 earnings posted revenue increases of 10%-14%, and operating profit increases ranging from 22% to 26% (see box).

While basic remains recession-proof, and is being pushed further by CNN's coverage, pay services continue to falter. Nielsen reports drops in pay cable penetration in the past two reporting quarters. According to CTAM's database, basic units grew 3.2% between the fourth quarter of 1989 and the third quarter of 1990, and 4.6% in the previous 12-month period. But pay households dropped 3.1% during that time, compared to a 0.8% increase the year before. MSO's were reporting flat number for pay services in January. **—MS,SDM**

CABLE MSO's, NETWORK's FULL YEAR 1990 RESULTS

	Revenue	*% chg*	*Op. cash flow*	*% chg*	*Op. profit*	*% chg*
TCI*	**$3,663,300,000**	**21%**	**$1,395,000,000**	**26%**	**($177,000,000)**	**NM**
Time Warner	**1,751,000,000**	**13**	**769,000,000**	**19**	**N/A**	**N/A**
ATC	**1,105,810,000**	**14**	**507,000,000**	**18**	**120,354,000**	**26**
Comcast*	**656,000,000**	**17**	**273,000,000**	**22**	**(169,000,000)**	**NM**
Cablevision*	**562,000,000**	**14**	**241,000,000**	**18**	**(284,000,000)**	**NM**
Times Mirror	**371,273,000**	**12**	**N/A**	**NA**	**70,944,000**	**22**
Viacom	**330,500,000**	**10**	**143,000,000**	**8**	**76,500,000**	**26**
HBO	**$1,266,000,000**	**8**	**182,000,000**	**16**	**N/A**	**N/A**
WTBS-TNT	**662,932,000**	**72**	**121,900,000***	**N/A**	**75,471,000**	**-28**
ESPN*	**550,000,000**	**29**	**115,000,000**	**-12**	**N/A**	**N/A**
Showtime	**494,200,000**	**5**	**32,600,000**	**328**	**23,900,000**	**NM**
CNN-HN	**405,166,000**	**15**	**142,200,000***	**N/A**	**134,388,000**	**-1**
MTV Nets	**348,800,000**	**23**	**88,100,000**	**-11**	**66,300,000**	**-15**

** Analyst or BROADCASTING estimate. TV/ Cable Group's numbers are based on pro forma results.*

CABLE NETWORKS POST STRONG 1990 RESULTS

Turner and MTV Networks revenues up 72% and 23%, respectively; pay networks post healthy revenue and earnings increases despite softness in category

The largest of the cable programers enjoyed double-digit revenue growth and generated considerable cash flow in 1990, despite a number of costly programing events that bumped against the bottom line, and some newborn networks that did not live to see adolesence.

Turner's entertainment networks—Turner Network Television and WTBS—increased revenues by 72%, from $387 million in 1989 to $663 million in 1990. TNT's revenue alone increased 270%, from $75 million in 1989 to $277 million in 1990. The gain comes from $167 million earned from TNT subscription revenues (up from 1989's $54 million). That 206% increase is attributable to increased subscriber fees attached to TNT's NFL carriage and subscriber growth from 35 million to 50 million over the course of 1990.

WTBS revenues, which were $300 million in 1989, were up about 29% to $386 million for 1990. TNT and WTBS together brought in about $412 million in ad revenues in 1990, up 32% from $312 million in 1989. Combined operating profit was down 40%, from $105 million to $75 million. Factored into that is the $33 million one-time loss Turner took on the Goodwill Games last summer. Without that loss, TBS entertainment networks would have had $108 million in operating profit for 1990, a slight increase over 1989.

CNN-Headline News revenues were up 16%, from $350 million in 1989 to $405 million in 1990. Ad revenues were up 20%, or $38 million, which would mean a jump from $190 million in 1989 to $228 million in 1990. Operating profit dipped slightly, from $136 million to $134 million, due to costs associated with war coverage. CNN spent $8 million to $10 million covering the Persian Gulf crisis from August through the end of 1990. Costs of war coverage for 1991 are expected to average $5 million a month.

Christian Becken, Turner's vice president and treasurer, told analysts attending the Goldman Sachs media conference in New York last week that CNN's ad sales revenue increased 8% in the fourth quarter, and characterized the advertising market for all the Turner networks as soft during that period. Becken said TBS had expected those conditions to remain in first quarter 1991, but acknowledged that the ad marketplace is doing better than expected and should improve as the year wears on.

MTV Networks (MTVN) also posted double-digit growth last year. MTVN revenues grew by 23%, from $282 million to $348 million for 1990, bringing in 36% of its revenues from subscriber fees. Based on a fourth-quarter breakout of MTV/VH-1 and Nickelodeon/Nick at Nite, the two groups are doing their fair share to bring in revenue and generate cash flow. For the fourth quarter, MTV/VH-1 had revenues of $52 million, up from $47 million, and operating cash flow of $17 million, up from $13.4 million. For Nickelodeon/Nick at Nite, revenue for 1990 was $43 million, up from $35 million for the same period in 1989, and operating cash flow was $16 million, up from $13.9 million for fourth-quarter 1989.

Overall, operating cash flow for MTVN was down 13% for 1990, dropping from $99 million in 1989 to $88 million due to the nearly $44 million spent in 1990 on the start-up of the comedy cable service HA!. Since HA! will merge with Time Warner's Comedy Channel, effective in April, costs for the new service Comedy TV should be substantially reduced for 1991. Excluding HA!, MTV Networks would have posted a 37% increase in cash flow in 1990.

While basic cable programers fared well last year and anticipate continued success in 1991, premium cable services such as Time Warner's HBO and Viacom's Showtime weren't so lucky. Showtime/The Movie Channel penetration stayed flat, with 10.4 million subscribers at year end for both 1989 and 1990. Revenues, however, were up 5%, from $121 million in 1989 to $126 million in 1990, stemming from rate increases. Because of that and an accounting change relating to film costs, Showtime posted a $24 million profit in 1990, versus a loss of $800,000 in 1989.

HBO fared slightly better than Showtime last year. It picked up 300,000 new subscribers in 1990, ending up with 17.6 million for the year. Sister network Cinemax lost 100,000 subscribers and ended up with 6.3 million. HBO/Cinemax had revenues of $1.26 billion in 1990, an 8% increase over 1989. Operating profit was up 10%, from $166 million in 1989 to $182 million in 1990. Profit would have risen by 25% had HBO not taken a $25 million charge due to Comedy Channel operations.

Broadcasters' performance mirrors softness of economy

The year-end results for the three networks reflect the current soft economy. Capital Cities/ABC said: "The current economic climate continues to adversely affect advertising demand...." NBC parent General Electric stated that its broadcasting division had a "much lower" operating profit on lower revenue. Advertising softness and viewer erosion were cited as reasons for the decline. As had been expected, CBS reported a $50

ENTERTAINMENT COMPANIES

	1990 Entertainment Revenue	*chg.*	*1990 Entertainment Income*	*chg.*
Time Warner	**$2,904,000,000**	**120%**	**$377,000,000**	**124%**
Paramount	**2,446,700,000**	**18**	**212,500,000**	**-15**
Walt Disney	**2,250,300,000**	**41.7**	**313,000,000**	**22**

Note: Revenue and income figures include theatrical and home video releases.

NETWORKS-GROUP OWNERS

	Period	*Broadcasting Revenue*	*chg.*	*Broadcasting Income*	*chg.*
Capcities/ABC	**Year**	**$4,283,633,000**	**10%**	**$830,457,000**	**-0.6%**
CBS	**Year**	**3,261,000,000**	**10**	**(49,800,000)**	**-81**
Pinelands Inc.	**Year**	**181,097,000**	**14.8**	**(245,000)**	**-95**
Post-Newsweek	**Year**	**179,400,000**	**-1.1**	**68,900,000**	**-4**
Viacom	**Year**	**163,900,000**	**12**	**65,074,000**	**10**
Times Mirror	**Year**	**104,541,000**	**1.7**	**33,304,000**	**(18.6)**

million loss on a 10% revenue increase to $3.26 billion.

Political advertising bailed out several group owners in the fourth quarter while high programing costs continued to hurt operating profit. Post-Newsweek said its 4.7% fourth-quarter broadcast division revenue gain was "bolstered solely by revenue from political advertising."

Pinelands Inc., which owns and operates WWOR-TV New York, said that its net loss for 1990 was caused "primarily by $14.9 million in program write-downs. The reason for the write-downs in part was because of the poor New York economy.

Viacom's television revenues were flat in 1990 because of poor local market conditions. The group owner was bolstered by its radio operations, which reported revenue growth of 9% and operating income growth of 12%.

On the entertainment side, 1990 may have seen (at least temporarily) the end of the high-cost, heavy promotion picture. Smaller films like Disney's *Pretty Woman*, Paramount's *Ghost* and Fox's *Home Alone* blew away bigger films. The year also saw studios re-evaluating spending habits. Disney, for example, will no longer do hour-long shows, and many other studios are said to be reconsidering that genre in light of the weak syndication market for dramas.

Overall entertainment operating income for Paramount Communications declined in fiscal 1990 compared to fiscal 1989 in part because of declining theatrical exhibition profits and in part because of the syndication marketplace. While *The Aresenio Hall Show* and *Entertainment Tonight* continued to perform well for the studio, other syndication series, like *Star Trek* and *Star Trek: The Next Generation*, had lower profits and may have been hurt by a weaker advertising environment.

Disney and Warner both showed continued growth from syndication. Warner said that sales of *Head of the Class*, *Perfect Strangers* and *Alf* in syndication were a "major contributor" to the entertainment division's record year. That is more impressive when one figures in Warner's weak theatrical releases in the fourth quarter including *The Bonfire of the Vanities* and *The Rookie*. Whether the syndication divisions for the studios will be able to continue to post positive results as the market softens remains to be seen. Another factor for 1991 and beyond is whether first-run syndication can maintain its improved image with the advertising community. Rep firms and agencies may go on the offensive and attack the value of advertising in first run versus national spot. —SDM,JF,GF

CBS POISED FOR FIRST SWEEPS WIN SINCE 1985

Retrospectives and other specials fuel ratings resurgence

With a big boost from last Wednesday's *Grammy Awards* telecast and its preceding "nostalgia weekend," CBS surged ahead in the sweeps race last week. Through Wednesday (Feb. 20), CBS lead the way in both the Nielsen and Arbitron sweeps. If the network can hold its lead—and by most accounts it will—it would be CBS's first outright win of a sweeps since February 1985.

Last week, NBC officials were privately conceding that CBS would probably win the sweeps, barring any surprises in the last seven days of sweeps competition. To no one's surprise, ABC will place third. The Arbitron sweep period is from Jan. 30 to Feb. 26. The Nielsen sweep is from Jan. 31 to Feb. 27.

'Very Best of Sullivan' gave CBS a boost during the sweeps

Through last Wednesday (Feb. 20), the sweeps standings for the Nielsen dates were: CBS, 13.2/21; NBC, 12.9/21, and ABC, 12.1/20. A year ago, CBS was a distant third with a 12.7/21, behind both ABC's 13.2/21 and NBC's 15.1/24.

For the Arbitron dates, CBS also led through last Wednesday, with a 13.1/21, followed by NBC, 12.9/21, and ABC, 12.1/20. A year ago the numbers were: NBC, 15/24; ABC, 13.2/21, and CBS, 12.6/20.

Fox's biggest role in the sweeps has been to play, to some extent, the spoiler, particularly on Thursday nights, where *The Simpsons* has cut into the audience share at 8 p.m., a slot *The Cosby Show* once commanded with a 40 share. *Cosby* still wins the time period, but usually with shares in the mid-to-high 20's.

Fox's Thursday gambit has had its trade-offs. *Simpsons* is very competitive Thursday night and has put the upstart network on the map for the evening. The show has also created heaps of welcomed publicity for the network. On the other hand, Fox's Sunday night schedule has suffered somewhat with the removal of the popular cartoon from that evening. As a block last year on Sunday nights, *The Simpsons* and *Married ...with Children* were frequently first or

'All in the Family' made a strong return

which the service said has increased the size of the program's audience by 40% since January. PBS has also funded at least two children's specials on the War and a host of other shows specially tailored for the war.

Also planning to emphasize public TV's commitment to journalism during the Persian Gulf crisis will be KBDI-TV Denver, according to general manager Ted Krichels. He said the station does not have high expectations for its March drive on the basis of disappointing response to pledge "moments" inserted into KBDI-TV programing in recent weeks.

"There seems to be an atmosphere of distraction in the community," said Krichels. "We're worried, for sure; there's no way in our situation that we cannot pledge, but I don't expect it to be one of our banner years."

Elsie Garner, station manager and acting president of WEDU(TV) Tampa-St. Petersburg as well as chairman of Florida Public Broadcasting Inc., said she was "concerned" over the anticipated response to its March pledge drive.

"It's a very tight time with the recession and discretionary dollars are being watched carefully," said Garner. However, she added, viewers are likely also to recognize the "vital service" provided by public TV, as demonstrated earlier this month through a forum on the Persian Gulf, *War Hits Home*, aired on all Florida public TV stations.

"It's a time when people's focus is on the more critical situation in the Middle East," said Tom Howe, senior vice president and station manager, KCTS-TV Seattle. "However, it's a time when public television can and is putting its best foot forward in producing news and public affairs programing." **-RB**

RATINGS ROUNDUP

Week 22

NTI Network Prime Time Report for week of Feb. 11 - Feb. 17

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	22.1/37	C	60 Minutes
2		21.3/33	C	Best Of Ed Sullivan
3	▼	20.8/33	N	Cheers
4	▲	18.7/31	A	Full House
5	▼	18.4/28	A	Roseanne
6	▲	17.9/27	C	Murder, She Wrote
7	▼	17.6/26	C	Murphy Brown
8	▲	17.4/27	N	A Different World
8		17.4/29	A	Family Matters
10	▲	17.3/30	N	Empty Nest
11	▼	17.2/26	C	Designing Women
12	▲	16.8/29	N	L.A. Law
13	▼	16.7/25	A	Amer. Funniest People
14	▼	16.5/25	A	Amer. Funniest Videos
15	▲	16.3/25	C	Major Dad
16	▼	16.1/26	N	Unsolved Mysteries
17	▼	15.9/25	N	The Cosby Show
17		15.9/25	A	Coach
19	▲	15.8/24	N	Heat Of The Night
19		15.8/24	N	Matlock
19	▲	15.8/26	N	Wings
22	▼	15.6/26	A	Perfect Strangers
23	▲	15.5/24	N	Love, Lies/Murder, Pt.1
24	▲	15.3/24	A	Who's The Boss?
25	▲	15.2/24	A	Doogie Howser, M.D.
26	▲	14.8/23	A	Growing Pains
27		14.7/25	C	All In The Family
27		14.7/23	C	Rescue: 911
29	▼	14.5/25	N	Golden Girls
30	▲	14.4/27	A	20/20
31	▲	14.3/23	A	Wonder Years
32	▲	14.1/22	C	Evening Shade
32	▼	14.1/22	F	The Simpsons
34	▼	14.0/22	N	Movie: Perry Mason
35	▲	13.7/25	N	Carol & Company
35	▲	13.7/23	A	Going Places
37	▼	13.6/22	A	Anything But Love
38	▲	13.4/20	A	Davis Rules
39	▲	13.2/23	A	thirtysomething
40	▼	13.1/20	N	Fresh Prince Of Bel Air
41	▲	12.8/20	A	Movie: Deadly Intentions
41	▲	12.8/20	C	Jake And The Fatman
43	▲	12.6/19	A	MacGyver
43	▼	12.6/20	N	Night Court
45	▼	12.1/21	C	Knots Landing
46		12.0/22	N	Hunter
47	▲	11.9/20	N	Law And Order
48	▲	11.7/23	N	Dear John
48		11.7/20	C	Face To Face/C. Chung
50		11.6/20	N	Golden Girls Spec.
51	▲	11.3/17	F	In Living Color
52	▼	11.0/17	N	Blossom
52	▼	11.0/19	C	Dallas
52	▼	11.0/16	F	Married...With Children
55		10.9/17	A	Father Dowling
56	▼	10.5/17	C	Movie: Not Of This World
57	▼	9.9/15	A	Movie: Baby Jane
57		9.9/17	N	Fanelli Boys
59	▼	9.7/15	N	Seinfeld
60	▲	9.6/16	C	Guns Of Paradise
61		9.5/17	A	Equal Justice
62		9.4/17	C	Top Cops Spec.
63	▲	9.2/15	C	48 Hours
63	▼	9.6/16	A	Primetime Live
65		8.5/14	A	Gabriel's Fire
66		8.3/16	C	Candid Camera Spec.
66	▲	8.3/13	C	Flash
68		8.1/14	A	World Of Discovery
68		8.1/13	N	Super Bloopers & Jokes
70	▼	8.0/13	N	Dark Shadows
70	▲	8.0/13	C	Top Cops
72	▼	7.8/12	F	Babes
72	▲	7.8/14	N	Midnight Caller
74		7.5/11	N	Amer. At War-Sun.
75	▼	7.4/11	F	Get A Life
76	▼	7.3/13	A	Young Riders
77		7.1/11	F	Movie: Young Guns
77	▲	7.1/12	F	Parker Lewis
79	▼	7.0/11	C	Good Sports
80	▼	6.9/13	C	Sons & Daughters
81	▼	6.6/11	F	Beverly Hills, 90210
81	▲	6.6/12	F	Cops 2
81		6.6/10	F	Tot. Hidden Video Spec.
84	▼	6.5/11	F	True Colors
85	▲	6.2/11	C	Lenny
86	▼	5.9/10	F	America's Most Wanted
87	▼	5.8/10	F	Cops
88	▼	5.1/10	A	Twin Peaks
89	▲	5.0/8	F	Comic Strip Live
90	▼	4.9/8	A	Under Cover
91		4.5/8	F	True Colors Spec.
92	▼	4.4/7	N	Sunday Best
93	▼	4.3/8	F	Totally Hidden Video
94		3.6/6	F	Against The Law

RADIO

RADAR 42: FEWER NETWORKS, BETTER NUMBERS

Just-released RADAR 42 results represent the first report reflecting all of the changes in network radio over the last 18 months. The new configurations give the industry 16 measured networks, down from 19 in RADAR 41 (BROADCASTING, Aug. 20, 1990). Paul Harvey continued to dominate the list of top 10 network radio shows, with ABC recording a clean sweep with all 10, and 19 out of the top 20.

A look at the changes in network radio since the last RADAR report shows that both ABC and Westwood have changed the configuration of their networks (CBS and Unistar did so prior to RADAR 41).

In the spring of 1990, ABC repackaged its seven networks into five: Prime, Platinum, Genesis, Excel and Galaxy. ABC's three young adult networks—Contemporary, FM and Rock—were redefined into two new networks: Genesis and Excel. The latter is essentially the old Rock network, while Genesis represents a combination of Contemporary and FM.

ABC's four adult networks were consolidated to form three new networks: Prime, Platinum, and Galaxy. Prime is a combination of the Information, Entertainment and Direction networks. Platinum is composed of some of Satellite Music Network and inventory from the Information network. The remaining Satellite Music inventory was used to form Galaxy.

Westwood One revealed its realigned network package in the late summer (BROADCASTING, Aug. 20, 1990). The company had begun the reconfiguration earlier in the year, with the creation of W.O.N.E., with broadcast hours of Monday-Sunday, 7 p.m. to midnight. Later, the former Mutual Broadcasting System was renamed Westwood/Mutual, and featured combined inventory from the former NBC as well. Mutual also changed its "all broadcasts daypart," from Monday-Saturday, 6 a.m. to 7 p.m. to Monday-Sunday, 6 a.m. to 7 p.m.

The new NBC network, in addition to having reduced inventory, also changed its all-broadcast daypart to match the new Mutual's. The new W.O.N.E. added daytime programing, now broadcasting Monday-Sunday, 6 a.m. to midnight.

RADAR 42—FALL 1990

Volume 2, network audiences to all commercials
Average quarter-hour summary by network, Mon.-Sun. 6 a.m.-7 p.m.

Total persons, 12 +			Adults, 25-54		
Network	*12 +*	*Rank*	*Network*	*25-54*	*Rank*
ABC Prime	5,074,000	1	ABC Prime	2,850,000	1
Westwood/Mutual	3,102,000	2	Westwood/Mutual	1,612,000	2
ABC Platinum	2,627,000	3	ABC Platinum	1,456,000	3
ABC Genesis	2,397,000	4	Unistar Super	1,297,000	4
CBS Spectrum	2,344,000	5	CBS Spectrum	1,290,000	5
Unistar Super	2,307,000	6	ABC Genesis	1,264,000	6
Unistar Ultimate	2,113,000	7	Unistar Ultimate	1,167,000	7
W.O.N.E.	1,727,000	8	W.O.N.E.	891,000	8
CBS Radio Network	1,721,000	9	CBS Radio Network	811,000	9
Westwood/NBC	1,495,000	10	Unistar Power	810,000	10
Unistar Power	1,266,000	11	Westwood/NBC	754,000	11
ABC Excel	1,253,000	12	Westwood/Source	742,000	12
Westwood/Source	1,230,000	13	ABC Excel	731,000	13
ABC Galaxy	952,000	14	ABC Galaxy	560,000	14
Sheridan	368,000	15	Sheridan	203,000	15
National Black	309,000	16	National Black	191,000	16

With the new makeup in place, the report shows the new strength in numbers that the networks were hoping to achieve (see chart). ABC's Prime network ranks first in the report in average quarter-hour share, Monday-Sunday, 6 a.m. to 7 p.m., network audiences to all commercials, persons aged 12-plus, 18-plus and adults 25-54. Ranked second overall in the same three categories is Westwood/Mutual, and third place in all three categories belongs to ABC's Platinum.

NEW NETWORK CONFIGURATIONS

ABC Excel, composed of ABC Rock

ABC Galaxy, composed of Satellite Music Network and Satellite Music Network 2

ABC Genesis, composed of ABC Contemporary and ABC FM

ABC Platinum, composed of ABC Information, Satellite Music Network and elements of ABC Direction and ABC Entertainment

ABC Prime, composed of ABC Direction, ABC Entertainment and ABC Information

Westwood/Mutual, composed of Mutual and NBC

Westwood/NBC, composed of NBC

Westwood/Source, composed of Source

W.O.N.E., composed of Mutual-Daytime and W.O.N.E.-Nighttime

Source CBS Radio research

ABC's Genesis ranked fourth, persons aged 12 and older, while Unistar's Super ranked fourth in adults 18-plus and adults 25-54. Super, which was reported in RADAR 41, showed increases over that report of 6.2% and 6.7%, respectively. CBS Spectrum, also in RADAR 41, ranked fifth in all three categories, but showed a decline (8.6%, 8.6%, and 6.8%) from the previous report.

The breakout for average quarter hour numbers by network, Monday-Sunday, 6 a.m. to 7 p.m., adults aged 18 and older were: ABC Prime, 4,992,000 listeners; Westwood/Mutual, 3,031,000 listeners; ABC Platinum, 2,540,000; Unistar Super, 2,242,000; CBS Spectrum, 2,223,000; Unistar Ultimate, 2,065,000; ABC Genesis, 1,932,000; CBS Radio Network, 1,693,000; W.O.N.E., 1,678,000; Westwood/

NBC, 1,470,000; Unistar Power, 1,134,000; ABC Excel, 1,111,000; Westwood/Source, 1,094,000; ABC Galaxy, 896,000; Sheridan, 336,000, and National Black Network, 294,000 listeners.

There were few surprises in the top 20 network radio programs, network audiences to commercials within programs, persons aged 12-plus. The top 10 breakdown was as follows: *Paul Harvey News and Comment*, M-F, 8:30 a.m., 5,577,000 listeners; *ABC Prime News*, M-F, 6 a.m., 4,973,000; *Paul Harvey*, M-F, 12:30 p.m., 4,321,000; *Paul Harvey's The Rest of the Story*, Sat., 8:30, 3,565,000; *ABC Prime News*, M-F, 7 a.m., 3,444,000; *ABC Prime News*, M-F, 8 a.m., 3,276,000; *Paul Harvey*, Sat., 11:10 a.m., 3,145,000; *Paul Harvey's The Rest of the Story*, M-F, 3:06 p.m., 2,926,000; *ABC's Prime News*, M-F, 9 a.m., 2,573,000, and *ABC's Prime News*, Sat., 8 a.m., 2,495,000 listeners.

Programs ranked 11-20 were broken out as follows: *ABC Prime News*, Sat., 9 a.m., 2,483,000; ABC Platinum News/music, Monday through Friday, 8 a.m., 2,423,000; ABC Prime News, Monday-Friday, 10 a.m., 2,398,000; ABC Platinum News/music, Monday-Friday, 10 a.m., 2,376,000; ABC Platinum News/music, Monday-Friday, 9 a.m., 2,298,000; ABC Prime News, M-F, 11 a.m., 2,285,000; ABC Platinum News/music, M-F, 10:30 a.m., 2,273,000; CBS *The Osgood File*, M-F, 6:25 a.m., 2,256,000; ABC Prime News, Sat., 7 a.m., 2,249,000, and CBS *The Osgood File*, M-F, 7:25 a.m., 2,233,000.

The top five positions for news personalities in network radio, total persons aged 12 and older, average audience, went to Paul Harvey: news, M-F, 8:30 a.m., 5,577,000 listeners; news, M-F, 12:30 p.m., 4,321,000; *The Rest of the Story*, Sat., 8:30 a.m. 3,565,000; news, Sat., 11:10 a.m., 3,145,000, and *The Rest of the Story*, M-F, 3:06 p.m., 2,926,000.

CBS's Osgood File ranked in the top 20; all other slots belonged to ABC. Osgood came in 18th, M-F, 6:25 a.m., 2,256,000 listeners, and at rank number 20, M-F, 7:25 a.m., with 2,233,000 listeners.

The above information was provided by ABC Radio Networks, CBS Radio Networks and Westwood One. Also measured by RADAR are Unistar, National Black Network and Sheridan. RADAR results are delivered twice annually by New Jersey-based Statistical Research Inc. —LC

HUMOR AND GULF WAR: KEEPING DELICATE BALANCE

Morning jocks, comedy prep services that rely on topical jokes juggle 'sensitivities' to avoid poor taste

"War is not funny. Body bags are not funny. There are many aspects of this crisis that are tragic, and in dealing with it we have to juggle our sensitivities and sensibilities." This observation from Frank Raphael, director of network programing at ABC Radio Networks, sums up the dilemma facing many radio stations as the Persian Gulf war escalates. Morning show disk jockeys who typically derive much of their humor from topical issues have found that the one issue people discuss most often lacks any inherent humor. Further, public opinion polls that show widespread support of U.S. troops in the Persian Gulf suggest that radio listeners might find any comical reference to the war to be in extremely bad taste. These same listeners, however, faithfully tune in to their favorite radio personalities, who know the show must go on.

According to Maggie Dugan, president of the American Comedy Network in Bridgeport, Conn., "Our business is to be humorous and topical and the only thing that's topical right now is not funny at all." Dugan said that "once that immediate shock that we were at war sank in, we all asked ourselves how we were going to respond to it. At first we hung back, but after the first two weeks we gradually got back into it." She explained that "unfortunately people have grown accustomed to the war and they've become desensitized to the horror of it. As the war takes on another shape and gains some historical perspective we can use humor to cope with it."

Keeping in mind the sensitivity of the subject, ACN established specific criteria for treating the war with humor. "We will bash Saddam Hussein mercilessly, but we will not make fun of the troops, we will not make fun of the Iraqi people and we will not make fun of the horrors or issues of war. Whether people support the U.S. objectives or not, they all agree that [Hussein] is crazy." The media also provide a good target for war humor, "especially the TV journalists," Dugan said. To this end, ACN has created interactive bits congratulating Ted Turner for CNN, and has produced bits featuring a character named Tom Brokejaw.

Poking fun at war reporting is acceptable, while cracking jokes about "towel heads" definitely is not, said Don Imus, veteran New York personality and morning jock at WFAN(AM). "We make fun of the Arthur Kents and the Charles Jacos and the Peter Arnetts, and even the hysteria of Dan Rather," he said. "We keep our humor sophisticated in terms of scripts and characters, and the humor tends to come more from the *New York Times* and the *New York Review of Books* than it does *Spy Magazine* or *National Lampoon*." Imus said that substituting jokes about Iraqis was "hideously lame and stupid and simply not funny."

Imus criticized morning zoo jocks who relied on "camel jockey jokes" and who say "outrageously inappropriate things." He said the lack of sensitivity of these personalities not only hurts their own professional reputations, but also damages their station's market standings. "We're very early into this war and we're on the eve of what's anticipated to be a fairly bloody ground war. Nobody thinks the prospect of young people dying is funny, and if it turns into a bloody ground war, this country could be split right down the middle as it was in Vietnam." Stations that carved out a niche with its insensitive war humor might be seriously damaged in such a scenario, Imus said.

Jeff Mustard, who writes and produces morning show comedy through his Hysterical Comedy Services in Ft. Lauderdale, Fla., said that for this reason many stations are taking a conservative approach to the war. "Many are shying away from it, with the exception of strong major market jocks who focus on this sort of humor and can get away with it."

The content and scope of war humor has been cyclical since Hussein's invasion of Kuwait, according to Mustard. "Before we got into war it was okay to talk about the troops and some of the stuff going on there, some of the mishaps, discussion of the food, some typical CIA bumblings," he said. As the U.N. Jan. 15 deadline approached, however, the humorous aspects eroded. "Even Johnny Carson stayed away from it. The war was too top of the mind, and to make jokes about it would have been

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$845,000** □ **5**
FM's □ **$4,251,000** □ **4**
AM-FM's □ **$1,236,239** □ **1**
TV's □ **$1,400,000** □ **1**
Total □ **$7,732,239** □ **11**

Year to Date:
AM's □ **$8,696,539** □ **32**
FM's □ **$38,369,103** □ **40**
AM-FM's □ **$32,642,617** □ **27**
TV's □ **$81,868,000** □ **13**
Total □ **$161,576,250** □ **112**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WKKX(FM) Jerseyville, Ill. (St. Louis) □ Sold by Don Cavaleri, receiver for Gateway Radio Partners Ltd., to The Ronin Broadcast Group Inc. for $3.176 million cash at closing. Gateway Radio purchased WKKX and co-owned WJBM(AM) in 1985. **Buyer** is headed by Lee Michaels, California-based radio consultant, and has no other broadcast interests. WKKX has country format on 104.1 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Communications Equity Associates.*

WKFT(TV) Fayetteville, N.C. □ Sold by Ocie F. Murray Jr., bankruptcy trustee, to Delta Broadcasting Inc. for $1.4 million. Price includes $1.150 million cash at closing and $250,000 escrow deposit. **Seller** has no other broadcast interests. **Buyer** is headed by Elbert M. Boyd Jr. (71.55%), Thomas Y. Baker III (23.85%) and Jerry W. Boyd (3.97%), and has no other broadcast interests. WKFT is independent on ch. 40 with 5,000 kw vis., 500 kw aur. and antenna 1,842 feet above average terrain.

WEBO(AM)-WQXT(FM) Owego, N.Y. □ Sold by Frank E. Penny to David E. Stark and Roberta E. Stark for $1,236,239 in stock purchase. Price includes $100,000 cash at closing, $155,000 payable to Penny and Dean F. Aubol, $114,989 for assumption of shareholders liabilities, $429,000 for 10-year noncompete covenant, and $435,250 for 10-year consulting agreement. **Transferors** are Penny, Aubol and Petrina B. Aubol, his wife. Dean Aubol is applicant for new FM at Southport, N.Y. **Transferees** are Starks (20%), Steven J. Gilinsky (55%), Raymond C. and Gail G. Cobb (20%), husband and wife, and Gary and Bonnie Schoonover (5%), husband and wife, and has no other broadcast interests. WEBO has oldies format on 1330 khz with 5 kw day and 50 w night. WQXT has top 40 format on 101.7 mhz with 1.15 kw and antenna 450 feet.

KSPN-FM Aspen, Colo. □ Sold by Aspen Broadcasting Co. to Moss Entertainment Corp. for $900,000. Price includes $800,000 cash at closing, of which $150,000 is for three-year noncompete covenant and $100,000 escrow deposit. **Seller** is headed by Robert J. Scott, David L. Wood, C. William Herzog and David L. Osborn, and have interests in Vail Broadcasting Co., licensee of KSPN(AM) Vail, Colo. **Buyer** is headed by Charles B. Moss Jr. (50%) and Robin H. Moss (49%), husband and wife, and has no other broadcast interests. KSPN has adult album rock format on 97.7 mhz with 3 kw and antenna 54 feet above average terrain.

WCVM(FM) Middlebury, Vt. □ Sold by Straus Communications in the Champlain Valley to Dynamite Radio Inc. for $575,000. Price includes $100,000 cash at closing and $475,000 10-year promissory note at 9.25%. **Seller** is headed by R. Peter Straus and has interests in WELV(AM)-WWWK(FM) Ellenville, N.Y., and WFTR-AM-FM Front Royal, Va. **Buyer** is headed by Anthony J. Neri and Anthony A. and Paul D. Neri, his sons, and has no other broadcast interests. WCVM has adult contemporary format on 100.9 mhz with 3 kw and antenna 300 feet.

KCMN(AM) Colorado Springs □ Sold by KCMN Inc. to Lowrey Communications Inc. for $450,000. Price includes $300,000 cash at closing and $150,000 seven-year promissory note at 10%. **Seller** is headed by Kent E. Bagdasar and Chip and Julie Lusko, husband and wife, and has no other broadcast interests. **Buyer** is headed by Paul E. Lowry, who owns majority interest in Windsor Communications, licensee of WHSM-AM-FM Hayward, Wis. KCMN is fulltimer with big band format on 1530 khz with 1 kw.

KFKA(AM) Greeley, Colo. □ Sold by Radio Ingstad Colorado Inc. to Weld Broadcasting Co. for $405,000. Price includes $370,000 cash at closing and $35,000 escrow deposit. **Seller** is headed by brothers Tom, James and Robert Ingstad and Randy Holland, and own, separately and collectively, radio stations throughout the West. **Buyer** is headed by Joseph J. Tennessen and has no other broadcast interests. KFKA has MOR format on 1310 khz with 5 kw day and 1 kw night

CLOSED!

KXXX-FM, San Francisco, California from **Emmis Broadcasting Corporation** to **Peter Bedford** for $18,500,000.

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100 kw H&V; ant. 105 ft. Address: 1104 Balboa Ave., Panama City, FL 32401 Principal is headed by Bradley D. Price, Billy Adams, and A.C. Smith and has no other broadcast interests. Action Feb. 5.

■ **Norton, KS** (BPH890217MK)—Granted app. of Pioneer Country Broadcasting Inc. 106.7 mhz 50.5 kw; ant. 92 ft. Address: 109 N. Brown, Norton, KS 67654, Principal is headed by Larry E. Black and Terri A. Black, Steven A. Herrs and Eunice M. Herrs, and Jon Boxler, Joe S. Jindra, Emil H. Mauser and Joseph E. and Susan Jindra, and has 100% interest in KQNK(AM) Norton, KS. Joe S. and Susan Jindra have interests in KRVZ(FM) Springerville-Eager, AZ. Action Feb. 8.

■ **South Yarmouth, MA** (BPH880107MD)—Granted app. of Susan Elizabeth Davenport for 103.9 mhz; 3 kw H&V; ant. 328 ft. Address: 76 Country Club Dr., South Yarmouth, MA 02664. Principal has no other broadcast interests. Action Feb. 12.

■ **Whitehall, MI** (BPH880915MY)—Granted app. of Pyramid Broadcasting Inc. for 102.5 mhz; 1.7 kw H&V; ant. 426 ft. Address: 1802 S. Fernandez Ave., Arlington Heights, IL 60005. Principal is headed by R. Lavance Carson and Ronn Prohaska, and is licensee of WPBK(AM) Whitehall, MI. Carson is 20% stockholder of Unicorn Communications Inc., licensee of KAPR(AM)-KKRK(FM) Douglas, AZ. Action Feb. 11.

■ **Spring Valley, MN** (BPH891101MG)—Granted app. of Radio Ingstad Minnesota, Inc. for 104.3 mhz 2.8 kw; ant. 472 ft. Address: 232 Third St., Valley City, ND 58072. Principal is headed by Thomas E. Ingstad, and Robert E. Ingstad, and has interests, through various licensees, in seven FM's and six AM's throughout West. Action Feb. 12.

■ **Monroe, NY** (BPED891120ME)—Granted app. of Sound of Life Inc. for 89.3 mhz 200 kw; ant. 1,023 ft. Address: 73 Lake Rd., Kingston, NY 12401. Principal is headed by Bruce Winchell, licensee of WFGB(FM) Kinston, NY. Action Feb. 4.

■ **Ada, OH** (BPED880616ML)—Granted app. of Ohio Northern University for 94.9 mhz; 3 kw; ant. 328 ft. Address: 525 South Main, Ada, OH 45810. Principal is headed by F. Michael Herrel, Susan J. Insley, George E. Havesell and Bebow Freed, and has no other broadcast interests. Action Feb. 11.

■ **Harrison, OH** (BPH870331PD)—Granted app. of Tri-State Communications for 104.3 mhz, 3 kw H&V; ant. 328 ft. Address: 213 Park Ave., Harrison, OH 45030. Principal is headed by Vernon R. Baldwin and Billy W. Lanham. Baldwin is 100% shareholder of Vernon R. Baldwin Inc., licensee of WCNW(AM) Fairfield, OH, and 50% shareholder of Wilderness Hills Inc., licensee of WWXL(AM)-WWXL-FM Manchester, KY. Action Feb. 11.

■ **Banks, OR** (BPH880128MU)—Granted app. of Common Ground Broadcasting for 107.5 mhz, 2 kw H&V; ant. 397 ft. Address: Rt. 3, Box 185, Cornelius, OR 97113. Principal is headed by Robert Anthony Fogal and has no other broadcast interests. Action Feb. 4.

■ **Lajas, PR** (BPH821208AA)—Granted app. of Ramon Rodriguez & Associates for 103.7 mhz, 50 kw H&V; ant. 394 ft. Address: Marina D-21 Levittown Lakes, Catano, PR 00632. Principal has no other broadcast interests. Action Feb. 12.

■ **Murrell's Inlet, SC** (BPH870724MA)—Granted app. of Inlet Broadcasting Co. for 94.5 mhz, 3 kw H&V; ant. 328 ft. Address: 317 S. Hollywood Dr., Surfside Beach, SC 29577. Principal is headed by Robert E. Johnson and Billy J. Womack and has no other broadcast interests. Action Feb. 5.

■ **Corpus Christi, TX** (BPH880310NV)—Granted app. of Reina Broadcasting Inc. for 94.7 mhz; 3 kw (H&V); ant. 298 ft. Address: 107 Lost Creek, Portland, TX 78374. Principal is headed by Manuel Davial, Rebecca Davila and Raquel Davila and has no other broadcast interests. Action Feb. 12.

■ **Barrackville, WV** (BPH881208ML)—Granted app. of Rosemary C. Fanctacia for 93.1 mhz; 3 kw; ant. 246 ft. Address: P.O. Box 64 Kingmont, WV 26578. Principal has no other broadcast interests. Action Feb. 11.

FACILITIES CHANGES

Applications

AM's

■ **Ozark, AL** WFSF(AM) 1200 khz—Feb. 1 application for CP to change TL: to intersection of County Dirt Rd. and County Hwy. 61 in SW quarter of NW quarter of section 24, Township 5 N., range 25 E. Dalect, 3.5 km SE of Brown's Crossroads Dale County, AL 31 23 46N 85 30 01W; and make changes in antenna system.

■ **Lompoc, CA** KNEZ(AM) 960 khz—Feb. 4 application for mod. of CP (BP880527AE) to change TL: to N End of Blosser Rd., Santa Maria, CA and make changes in antenna system 34 58 57N 120 27 12.6W.

■ **Miami** (no call letters) 990 khz—Feb. 6 application for mod. of CP (BP780906AH) to change TL: NW corner of 137th Ave., NW and 74th St. (SE corner of section 10, T53S., R39E., Dade County, FL near Sweetwater, FL and make changes in antenna system 25 50 34N 80 25 12W.

■ **Marshall, TX** KMHT(AM) 1450 khz—Feb. 5 application for CP to make changes in antenna system.

FM's

■ **York, AL** WSLY(FM) 99.3 mhz—Jan. 23 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.; change TL: 1.2 mi S E of Halsell, AL; change from class A to class C2 and to change freq: 104.9 mhz (per docket #89-318).

■ **Forrest City, AR** KBFC(FM) 93.5 mhz—Jan. 31 application for CP to change ERP: 25 kw H&V; ant.: 328 ft.; TL: 12 mi SW of Forrest City, AR, .5 mi W of Hiway #261; class: C3.

■ **Alma, GA** WKXH-FM 95.9 mhz—Feb. 1 application for mod. of license (BLH870528KD) to change freq. 104.3 (per docket #88-76).

■ **Folkston, GA** WOKF(FM) 92.3 mhz—Jan. 31 application for mod. of CP (BPH900806ID) to change ERP: 6.0 kw H&V.

■ **Honolulu** KHFX(FM) 105.1 mhz—Jan. 29 application for mod. of license (BLH881027KA) to correct tower height.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Mar 4

Reaching over 117,000 readers every week 60th Year 1991

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Warner appears on target with off-network sales of 'Murphy,' 'Full House'

RADIO / 44

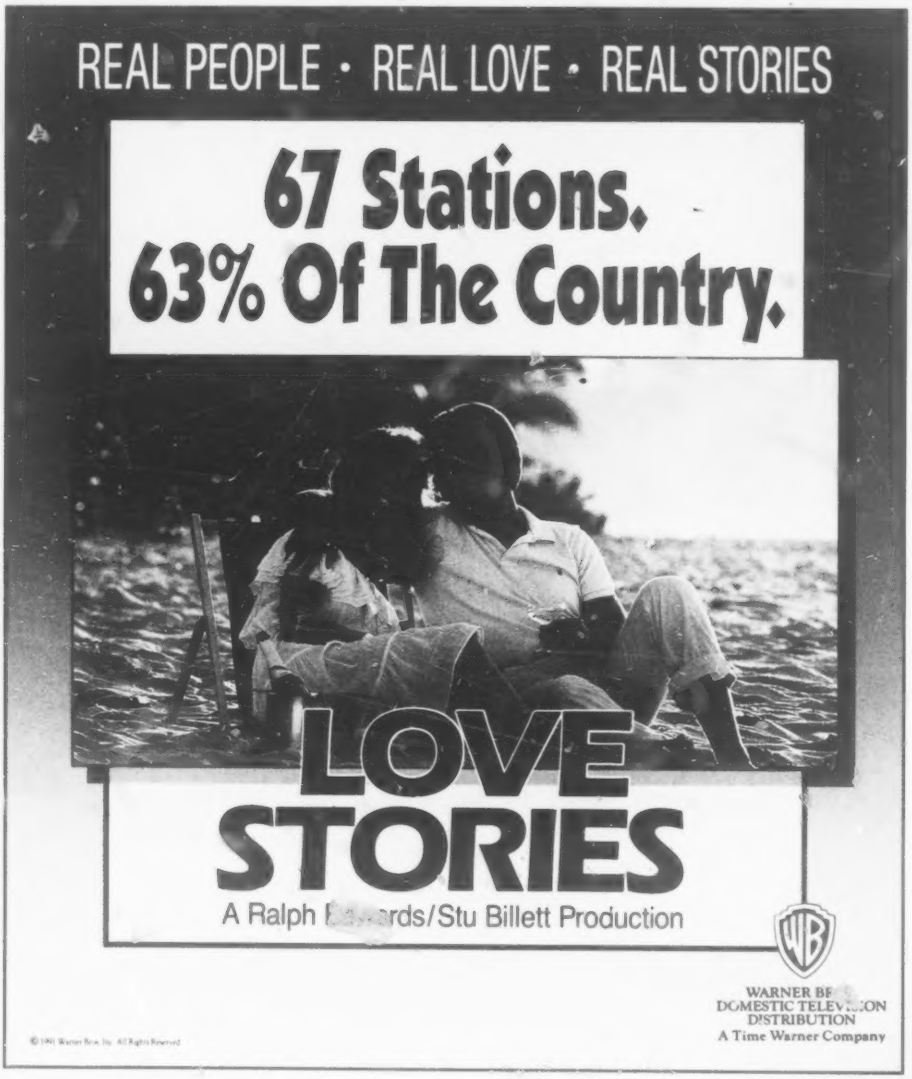
Fragmentation crowded playlists top issues at CRS

WASHINGTON / 62

FCC user fee unveiled on Hill; broadcaster share would be $4.9 million

TECHNOLOGY / 64

Improved sensitivity added to latest CCD cameras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End in Sight for TV's War

THIS WEEK

27 / PRICE OF WAR

By the time President Bush announced last week's cease-fire in the Middle East, the war was believed to have cost the three broadcast networks and CNN a collective $145 million in production costs and lost advertising revenue. But spending was not expected to stop there, as the networks found themselves busy mapping out strategies for continued coverage of developments in the region and wondering how soon skittish advertisers would return to the network schedules.

30 / FNN TO CNBC

NBC has signed a definitive agreement to buy the media assets of its chief competitor, Financial News Network, and plans to combine the two networks into one. That deal has effectively scuttled an agreement in principle FNN had with Dow Jones and Group W two weeks ago.

32 / GUARANTEES TO ADVERTISERS

NBC and CBS dropped their controversial PUT policies for traditional guarantees last week, saying that because the networks did not use traditional guarantees, as much as $100 million to $200 million went to other companies, such as Fox. ABC has not yet said whether it will drop the PUT plan (which was developed last June by NBC) for traditional guarantees, but most media buyers expect it will.

THIS MORNING
CBS NEWS Exclusive
KUWAIT CITY

Kuwaiti women welcome allied troops into Kuwait City (page 27)

Media buyers were pleased by the news, but were not surprised.

In other marketing news last week, CBS named Joseph Abruzzese senior VP, CBS TV network sales. Jerome Dominus, senior VP, entertainment marketing and sales, was named senior VP, sales and media development.

32 / NEW PROPOSAL

The broadcast industry is in a quandary over how best to deal with the issues of must carry and retransmission consent. As a result, a new proposal has emerged—"I pay/you pay"—which would amend the Communications Act to give broadcasters the right to grant or withhold retransmission consent.

33 / WINNING SWEEP

CBS executives were buoyant last week after the network's first outright sweeps win in six years, which put CBS in a season-to-date tie for second place in prime time with ABC. A jovial CBS/Broadcast Group President Howard Stringer even did magic tricks for reporters before a briefing by CBS Research chief David Poltrack, who, Stringer said, needed extra time to reorganize his presentation because, for once, there was no need to "torture the numbers into submission." Poltrack believes CBS is now positioned to make a run at first place NBC next season.

35 / NETWORK RADIO: THE BUSINESS OF SERVICE

This Special Report looks at network radio programing and services, the fundamentals of station image. It examines the resurgence of news—both commercial and public—and niche targeting as two trends in the industry.

46 / CRS: LIVE FROM NASHVILLE

Unistar's Ed Salamon talks about the country music format's growing strength as radio operators prepare for the upcoming Country Radio Seminar at the Opryland Hotel and Convention Center in Nashville.

47 / PREMIUM SITCOMS

Warner Bros. Domestic Television Distribution's off-network sales of *Murphy Brown* and *Full House* are each approaching 100 markets sold at what are considered to be premium cash license figures.

48 / PILOT CUTBACKS

As a means of cutting costs, TV networks will be ordering fewer pilots and more pilot presentations, and making better use of made-for-TV movies and specials as the basis for series, according to network

MTV Networks' Tom Freston (page 68)

development executives discussing the process by which network schedules are made.

52 / SPORTS SERVICES PLAY BALL

Several regional cable sports services that carried baseball for the first time last year are trying to increase their market share before the start of the Major League Baseball season, five weeks from now.

54 / LAUGHING MATTER

Comedy TV, now called CTV:The Comedy Network, reveals its programing schedule, which combines original and acquired programing from both Viacom's HA! and Time Warner's The Comedy Channel. They merge April 1.

54 / PPV HEAVYWEIGHT

Boxing remains cable's pay per view money winner, with one fight equal to three to four months of revenue generated from PPV movies. Along those lines, Showtime will officially begin its association with boxing promoter and former HBO ally Don King March 18, with a match between Mike Tyson and "Razor" Ruddock, in the first of what are to be quarterly "mega-fights."

56 / LARGER CONUS MAP

Conus Communications plans to kick off its Northeast regional cooperative, bringing the satellite newsgathering system closer to its goal of creating nine regional co-ops nationally by next summer. If all goes according to schedule, by July 1 co-op members will have access to more than six additional stories from their region on a daily basis.

ANNETTE REALLY CAME THROUGH THIS TIME.
RATINGS

Special Report: Network radio (page 35)

57 / PARAMOUNT BROADCASTING

Paramount is wrapping up its acquisition of TVX Broadcast Group, giving the entertainment company six independent stations that reach almost 10% of the country. Last week, the TVX board approved Paramount's $[illegible].50 per-share offer, and Paramount expected to have the deal—which, including consulting fees and expenses, comes to about $60 million—wrapped up by today (March 4). The proxy statement outlining the deal projects bullish growth for the station group through 1995.

63 / BROADCAST LENDING

Hogan & Hartson's petition asking the FCC to allow lenders to take a security third-party interest in an FCC license will likely increase the banking community's comfort zone, many believe. And that, in turn, may bring relief to broadcasters in need of a few dollars. Others, however, say the petition may undermine many assumptions inherent in broadcast lending.

64 / HYPERCAM

Sony will have integrated its sensitivity-enhancing Hyper HAD sensors into its entire line of CCD cameras in time for the 1991 National Association of Broadcasters convention. TSM, robotic camera system developer, pushes for improved interfaces for automated systems.

66 / AMPEX BOSS SPEAKS

Ed Bramson, owner, president and chief executive officer of Ampex Corp., said the company is financially sound and not for sale, in spite of flat revenue and recent layoffs. The layoffs have ended, he said, and a rebound will follow the introduction of significant new TV products in 1992.

68 / INTERNATIONAL FOCUS

Tom Freston, MTV Networks chairman and CEO, said the growing international TV marketplace holds both "tremendous potential" and warnings for American TV suppliers. He said the breakdown of GATT talks may create a system where countries might establish their own rules regarding the importing and exporting of programing.

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FLAT OUTLOOK FOR RADIO NETWORK REVENUE

Although advertising expenditures are down, network executives remain optimistic of rebound following end of Gulf war and recession

RADIO NETWORK REVENUES, 1987-1990

(in millions)

Quarter	*1987*	*1988*	*1989*	*1990*	*% chng ('90 vs. '89)*
First	**$81.05**	**$80.60**	**$90.62**	**$94.13**	**3.8%**
Second	**97.28**	**95.68**	**106.94**	**108.57**	**1.5%**
Third	**94.37**	**97.50**	**106.75**	**116.57**	**9.2%**
Fourth	**97.80**	**108.13**	**122.87**	**113.26**	**-7.8%**
Total Year	**370.50**	**381.91**	**427.18**	**432.53**	**1.3%**

Source: Radio Network Association.

By most accounts, the old theories that "radio always does well in a recession" aren't holding up. According to Radio Network Association figures, network radio revenue grew a modest 1.3% in 1990 compared to 1989, with a 7.8% loss (see graph) in the last quarter of the year, when the recession officially began. While up-front 1991 was strong going into the new year, the scatter market was softer than anticipated, and ad dollars dried up almost completely Jan. 16, the day the U.S. went to war. Despite the burgeoning stock market and declining interest rates, the recession and the war postponed many advertising buys—or dissolved them altogether.

On the bright side, RNA President Bud Heck is optimistic that network radio still could experience 5% to 6% growth by the end of the year. "We expect that the war and the recession both will be resolved, and the stock market is going like crazy. These are very positive signals that the economy is expanding, and if we get a sudden halt to the war, this downturn should be very short-lived."

By last January most radio networks found that 1991 might prove to be a challenge equal to 1990. Although the industry still realized a modest 2.4% increase for the month, the outbreak of the Persian Gulf war Jan. 16 caused some clients to decide not to advertise in a war environment. Money that had been earmarked for ad schedules was either delayed or returned to the bottom line.

Unistar Radio Networks Co-Chairman and Chief Executive Officer Nick Verbitsky said that world and national events have "permeated the advertising industry to the point where business has just dried up for every medium." He noted that in past economic declines, radio had been considered resilient and recession-proof, which was not the case this time. "Because every medium is in such a slump, the price advantages of radio just don't exist," he said.

The unpredictable element, in the advertising equation was the war, "because in modern times we haven't had a declared war, so we weren't prepared," Verbitsky said. Because consumers are still buying products and the stock market is doing so well, while all media, including radio, have experienced slump, "several chapters of economic theory will be rewritten," he said. "By and large, when someone is looking for a truly national medium, radio is an excellent buy." During an economic slump, he said, advertisers don't say "cancel newspaper and magazines, cancel outdoor, cancel network television and cable, but keep that network radio schedule."

Verbitsky predicted that once the war successfully ends and the recession turns around, "business will do better, the country will do better and we'll get back that optimistic, positive attitude that's in short supply these days."

Robert Kipperman, CBS Radio Networks vice president and general manager, optimistically anticipates slight growth in 1991, but cautioned that "at this point it will be only marginally better than 1990, and is largely dependent on the length of the Persian Gulf war and other economic factors." He said one bright spot could come indirectly, through increased postal rates, which could force some advertisers to rethink using direct mail. "If some of these companies cut back, the radio industry could reap the benefit—and conceivably make 1991 better than we've anticipated."

Sheridan Broadcasting Networks President Jay Williams agreed that 1991 has been much softer than anticipated. "The number of up-front clients fell off dramatically and we're disappointed by what we see for the first quarter," he said. "We see signs of hope for later in the year, but things are uncertain due to the economic climate that many of our clients are experiencing, as well as their reluctance to commit to long-term situations when they don't know their own situations." Still, Williams was optimistic that business will improve.

Prior to fourth quarter 1990 economic stagnation, virtually every radio network restructured its sales and/or programing efforts. Unistar actually began the trend in 1989 (BROADCASTING, Aug. 28, 1989), followed by CBS Radio in February 1990 (BROADCASTING, Feb. 12, 1990), ABC in May (BROADCASTING, May 21, 1990), and Westwood One later that summer (BROADCASTING, Aug. 20, 1990). What contribution might these reconfigurations have had on flat network radio revenues?

"Absolutely none," said ABC Radio Networks' Lou Severine, senior vice president and director of sales. "In fact, it allowed us to tack on two percentage points in business we would not have gotten otherwise." Until the war broke out, ABC was running 10% ahead in up-front, which normally accounts for 55% of the network's business, he said.

Severine concedes that following ABC's reconfiguration "there was a lot of confusion and we had a lot of explaining to do." But, he said, by mid-summer the agencies and advertisers had adapted to the new five-network structure. "By then everybody had forgotten the old networks such as Information and Direction, and after that we had no problems," he said.

CBS Radio's Kipperman agreed that reconfiguration required a period of explanation, "as with anything that's new. But once we specifically detailed what was done, they understood and accepted what we did." Kipperman suggested that, as a whole, reconfiguration received high marks, not only because of realigned sales strategies, but also because it has allowed some networks to evaluate programing and services with the eventual purpose of cutting elements that were no longer economically or strategically viable.

"In this evaluation and analysis, networks analyzed those services that their affiliates could really use," he said. As such, "it was a positive move, and it enabled networks to fine-tune the programs that were kept on the air to make them even better."

The general thesis behind network restructuring was to make the sum of a network's parts greater than its individual programs and services, said William Battison, president and chief financial officer, Westwood One Inc., which operates Mutual Broadcasting, NBC Radio, and The Source. "The intent was to solidify and codify certain network elements into efficient packages that were more attractive to advertisers than if those elements were sold separately," he said. "We all recognize that in this day of diversity and options available to radio stations, the old days of network radio are over. There's a great variety of ways a station uses our product, so we've taken that flexibility and packaged it sensibly for the advertiser by creating permanent packages and giving them a definition or name."

Battison said each network had its own corporate objective, and he insisted that rather than striving to be number one, Westwood One restructured to "provide the most rational combination of elements for the advertiser." Battison said being first was less important than "giving the advertiser something that was consistent and contiguous in terms of the line-up of stations, and provided a measure of comfort and trust that they were still buying the individual networks they had prior to reconfiguration. We moved some inventory, but overall we kept our franchises intact, and also created a new network from pieces of those."

In the new order of network radio, rank no longer matters, Battison said. "What advertisers are looking for is what you can deliver in terms of efficiencies and effectiveness to the advertiser. Nobody's going to buy you just because you're number one, two, or three, because there's only a handful of major networks today." In most cases, network restructuring was undertaken to "make the advertiser's job easier," Battison said. "It gives them more audience, more numbers, better gross ratings points, numbers that are more in tune with what advertisers are accustomed to buying." He noted that one ABC network has a 2.3 rating, "which is great because it's closer to cable's numbers."

All told, agencies and advertisers have greeted restructuring with optimism, Battison said. "Once the dust settled, everyone realized they were still buying the same big four networks and the same two ethnic networks, and the gross rating points were being provided in a manner that was easy to look at, track, and follow." He also predicted that, over time, this approach will not be special to network radio. "In a year or two cable will also be looking at ways to package themselves more effectively, and 10 years from now you may see the major TV networks in a similar situation."

Still, some confusion remained when RADAR 41 was released in August (BROADCASTING, Aug. 20, 1990) and possibly lingers with the release of RADAR 42 last month (BROADCASTING, Feb. 25). Individual networks were charged with confusing network audiences before and after the restructuring period, which some critics, including some radio network executives, criticized as apples and oranges.

Not so, said ABC's Severine. He claimed that, to adapt RADAR 40 and

NewsTALKRadio
NETWORK

The Newstalk Radio Network and WNTR AM 1050. . .

. . .acknowledge with gratitude the exceptional efforts volunteered by members of the Washington, D.C. Society of Broadcast Engineers.

When fire destroyed our studios during the early morning hours on Saturday, February 23, the following engineers contributed their time and expertise throughout the weekend, enabling us to get temporary studios built and functioning by 5:00 a.m. Monday morning:

Tom McGinley, WPGC AM/FM
Ed Bukont, WPGC AM/FM
Mike Serafini, WHFS-FM
John Hofstetter, WMET-AM

We also appreciate the efforts of Chris Keenan, Supervisor of Special Services, C&P Telephone, who spent his Sunday installing the many phone lines we needed. We also wish to publicly acknowledge the tireless efforts of our own Chief Engineer, Dave Allen, and Operations Assistant, Tim Shermer, who went for 48 hours without sleep until the job was done.

Warm thanks to all who helped us continue providing our timely, compelling and interesting Newstalk product to America.

NTR

COMPENSATION VITAL TO NETWORK AFFILIATIONS

Station compensation remains a major factor in the relationship between a network and its affiliates. Through this "revenue sharing" plan, a network compensates a station for relinquishing valuable inventory in return for airing network spots. The more spots a station clears and the greater its audience, the more its compensation—or so the theory goes. For competitive reasons, networks are reluctant to divulge specific numbers regarding their compensation strategies, but several network presidents privately agreed that the most valuable affiliates receive upwards of $1 million for their network affiliations.

Most major radio network executives view compensation as a necessary evil of doing business. Among them are:

- ABC Radio Networks Senior Vice President/Director of Sales Lou Severine: "Compensation will always be a fact of life, but we've tried to make it a little less important. If you have nothing to offer a station but money, you're at a disadvantage. We know we have to do more for the stations than just give them money, because when they compare what we can give them per spot versus what they could do locally, we're going to lose every time."
- CBS Radio Networks Vice President/General Manager Bob Kipperman: "Over the last 4½ years we've developed our programing and services so they would play an important factor when we talked with potential stations for affiliation. We found that our resources today are far better than they were a few years back, which has enabled us to go in and provide services to stations they can't otherwise get. Our key is to give them programing and services that will make them stand above the competition in their markets. Compensation, unfortunately, is still part of our business, but we are continuing to look at providing better programing and services in order to reduce compensation."
- Unistar Co-Chairman/CEO Nick Verbitsky: "Compensation is our biggest budget line item, and that will be maintained as business gets tighter. We obviously negotiate as hard as we can, and so do the stations. We win some and we lose some, just like everybody. Everybody knows the game plan: we're trying to buy time as efficiently as we can from a network standpoint, and generally that's what compensation boils down to."
- Westwood One President/CFO William Battison: "Compensation always will be important because of the relationship between the network and station in today's marketplace. However, as we have seen in the last five weeks, the nature of the product is incredibly important. This is why we've made an effort to improve upon the NBC and Mutual news operations. Compensation is a function of audience and inventory and, while it's not a straight-line equation, the station that carries enough spots and has enough audience is worth a lot of money. Generally, it comes down to buying audience wholesale and selling it retail. If you pay too much you lose money on the transaction."
- Sheridan Broadcasting Networks President Jay Williams: "Compensation continues to be a large part of any network's cost, and certainly is the largest cost factor in operations for all networks. We would rather approach it from an ability to service better rather than just a dollar amount, but sometimes from a competitive standpoint we see needs to increase compensation to remain competitive in the marketplace."

41 to new configurations in RADAR 42, those networks that reshuffled audiences under new names theoretically apportioned the audiences from the old networks to the new networks. "Nothing has changed," he said. "Whatever audience we have taken from one network and put on another network, that's the audience that will be on that network. That's all there is to it."

Whatever confusion does exist in RADAR comes in determining network rank, which is of little importance to the advertiser, said Kipperman. "Whether a network is number one or five, it basically comes down to cost per thousand for a particular daypart, not network rank." Other factors that also preclude raw RADAR numbers and rankings include qualitative audience and in-programing spots (those that run within network programing vs. those extracted from network content). "In-programing is extremely important for a number of advertisers who can be assured they will run within a newscast, or baseball, or football, or the Masters."

While RADAR has proven to be acceptable to agencies and clients as a measurement tool, Sheridan's Williams suggested that network reconfigurations will force agencies and advertisers to look beyond numbers to capture the full value of the network radio audience. "With all the changes that have occured over the last year, we can't just look at the numbers as the sole methodology for value," he said.

One of ABC's stated objectives in its restructuring plan was to draw business from other media. As part of this push the company has aligned itself with *Newsweek* magazine, Times Mirror and Lifetime Cable "to go after dollars we can't necessarily get," Severine said. "That's the wave of the future and anybody who thinks otherwise—no matter what they're selling—is going to be lost." Severine said the buzzword of the 1990's is "value-added" and suggested that was why such cross-media ventures are becoming attractive. "Advertisers know that if they spend $1 million on three pages for five issues in *Newsweek*, and $1 million advertising on ABC—they get more than just buying $2 million worth of advertising," he said.

Unistar's Verbitsky said that radio should enjoy more of this growth than other media, largely because of the stagnation of magazines, newspapers and network TV. "Radio will continue to experience strong audiences because people still listen to it as they have for years," he said. "Not everybody watches network television anymore, and newspapers and magazines aren't read by a lot of people anymore—especially in the younger demos."

Jay Williams said network radio is poised to reap the benefits of the continued high cost of TV while audiences drop. "More clients are looking to us for alternatives that can provide the reach and frequency they're looking for while they trim their overall budgets," he said. Accordingly, a number of advertisers have investigated more use of network radio as a medium, "and they're looking to other media to replace GRP delivery and a high cost of television," Williams stated.

Kipperman said that reconfiguration has allowed network radio to carve out a lead that other media eventually will follow. "We have positioned ourselves for the future, and we will start to reap some of the benefits from these changes over the next two or three years," he said. "As the economy starts to get healthy, there's no question we will grow at a faster pace than the economy." —REB

RADIO

COUNTRY FORMAT BENEFITS FROM NEW ARTISTS, CHANGING PERCEPTION OF AUDIENCE

Advertisers, who are increasingly using country performers as spokespersons, have played major role in changing image of country music listener

Country music is the most popular format programed on radio stations in the U.S., according to the BROADCASTING YEARBOOK. Over the last decade, country-formatted radio stations have benefitted from a wealth of new artists and new country music styles, making such performers as Randy Travis, The Judds, Reba McIntire, George Strait and Ricky Skaggs household names across the United States. Madison Avenue has led the way in changing the perception that the country music listener is an undesirable target for advertisers.

According to Ed Salamon, president, Unistar Radio Networks, and member of the Country Radio Broadcasters board of directors: "Country radio is a format that is largely driven by the music, and country music is in better shape today than it has ever been before." There was a time when it was thought that a country album could only sell gold or platinum if it crossed over to the pop music charts, said Salamon. But Randy Travis shattered that myth when his albums went platinum, fueled only by play on country stations. "In a sense, radio has never had better product to work with—it has never had more popular product to work with than it does at this time in history," Salamon said.

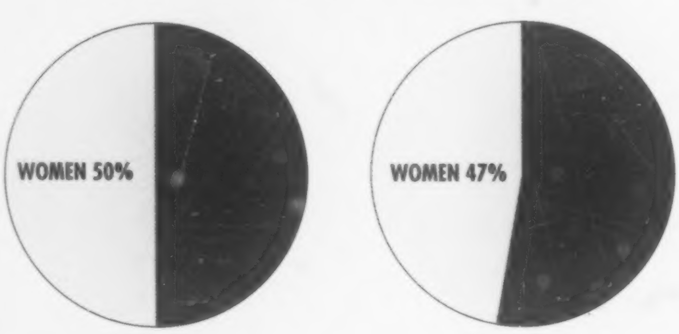
The prospects for country music look good. According to numbers compiled by Katz Radio Group Research, one out of every six Americans is reached by country radio every week. More importantly, the country music listener indexes above the norm (100) in product consumption categories such as domestic travel (107); personal bank loans (123); sporting goods (115); convenience stores (108), and diet soft drinks (105). As for lifestyle categories, the numbers show married listeners, 112; household size over five, 111; children under 18, 117, and owning a residence, 107.

According to Salamon, the advertising community has played a key role in changing the perception of the country music listener. "The people at Coca-Cola are probably one of America's most sophisticated advertisers," he said. "They chose Randy Travis as their spokesperson. They didn't do that to promote Randy Travis, they did that to promote Coca-Cola." Another example is Oldsmobile, which chose the mother-daughter singing duo, The Judds, for the car manufacturer's "This is not your father's Oldsmobile" campaign.

"So it has turned," said Salamon. "Not only is there a lack of a negative stereotype, there is a positive attraction to country music. And proof of this is that the advertisers are going after country artists as spokespersons."

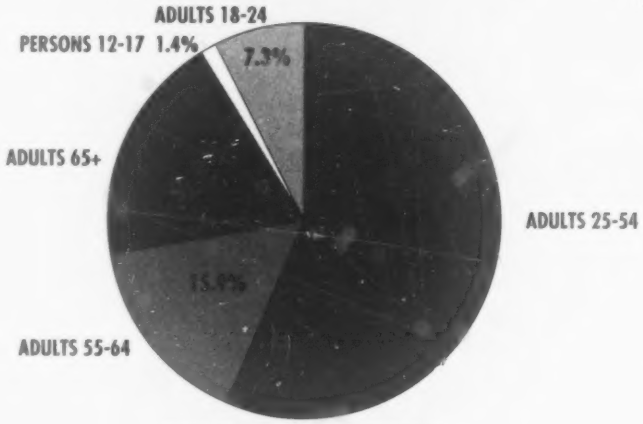
A large part of country music's attraction stems from its strength with the 25-54 age demographic (see chart). Although radio stations have been shifting their emphasis from the 18-34 demographic to the 25-54 one, country is well-prepared to meet the challenge, said Salamon. "The Country Radio Seminar is one of the reasons that country radio is such a strong competitor," he said. "One can't underestimate that show [which attracts more than 1,000 participants each year] as a force for country radio. Every station that goes to the Country Radio Seminar comes back better prepared to fight the radio wars in their markets," Salamon said. "Add that to what I mentioned earlier about the music being more popular than

COUNTRY LISTENERS EVENLY SPLIT AMONG MEN, WOMEN 12+ AND 25-54



Source: Katz Radio Group Research, Arbitron national format average —MSA AQH fall 1990—all country stations

COUNTRY MUSIC HAS STRONG 25-54 AUDIENCE



AGE CELL DISTRIBUTION

Source: Katz Radio Group Research, Arbitron national format average —MSA AQH fall 1990—all country stations total week

ever," he added, "and you have a one-two punch which makes the future of the format very healthy."

Another phenomenon of country music has been its ability to resist fragmentation. While formats such as CHR, adult contemporary and rock have been splintered into three and four mini formats, country music has in large part resisted that trend. "What you have is a musical consensus," said Salamon. "You have generations of country music listeners all agreeing on some of the same artists and types of music." Young listeners enjoy the music of older or "heritage" artists; older listeners line up for new performers such as Travis and Strait. "Strangely enough, George Jones will tell us that he is a George Strait fan and vice versa. I do believe that this is part of the music's strength and helps it resist fragmentation," Salamon said.

Strong ties also exist between the artistic community and the country radio stations. And radio programers formatting country stations tend to like country music, said Salamon. "That may seem an obvious statement," he said, "but not all radio programers are fans of the music they program." —LC

NASHVILLE NOTES: THE COUNTRY RADIO SEMINAR

The Interep Radio Store will unveil the next step of its Radio 2000 plan, the formation of the "Country Radio Format Network," at the 22nd annual Country Radio Seminar this week in Nashville (March 6-9). Marc Guild, president of marketing, and Les Goldberg, president, Interep, will present the details at a breakfast on Saturday, March 9. The network will be the first of a group of national networks being developed under the Radio 2000 program, and will match heavy listeners of country radio with heavy users of advertisers' products and/or services.

Larry Daniels, president of the Country Radio Broadcasters, and general manager, KNIX-AM-FM Phoenix, expects this year's CRS attendance to be down somewhat from 1990. "But," he said, "we are coming off 30%-40% increases over the last two years." Daniels expects seminar discussions to be dominated by two issues: "There is such a tremendous amount of country music product right now," he said, "that there isn't enough room on the playlists. Stations are struggling to increase their playlists because there is not enough opportunity to play all the good music that is out there." As a result of the wealth of product available, Daniels said, the second issue is format fragmentation. Although country radio has so far resisted fragmentation, Daniels sees splits at the seams of the format. "We are seeing pull in the directions of traditional, rock and contemporary country," he said.

"On the Road Again" is the theme of the CRS, which is being held at the Opryland Hotel and Convention Center. Workshops, educational panels and discussions dealing with both the radio and music industries are among discussion highlights. Among the headliners: Roy Blount Jr., writer and humorist; James Gregory, comedian and Epic recording artist; Dick Orkin, president, Dick Orkin's Radio Ranch and Home for Wayward Cowboys, and country musician George Strait.

Bob Pittman, chairman and chief executive officer of Time-Warner and one of the founders of MTV, will participate in the panel *Music Video, See It Now: New Artists, New Hits, New Listeners*, an analysis of music video's role in breaking in artists, selling product, building image and its effect on the radio listening audience.

Other panels slated for the convention include *Breaking the Country Bias: Qualitative and Quantitative Sales Tools You Can Use*, with panelists representing the advertising community; *Format Fragmentation: Finding your Niche Can Be a Bitch*, will examine hybrid formats and their competitors; *Account Development: Getting the Most from Your Clients*," on how to turn $500 accounts into $25 000 accounts; *The Artist Explosion: Too Many Faces and Not Enough Places on the Playlist*, looks at differing priorities of radio stations and record companies; *Promotions for All Markets: One Size Fits All*, outlines successful promotions for different market sizes and station demographics; *Formatics: The Nuts and Bolts of Daily Programing; Database Marketing for Less Than You Think*, and *Caught in the Crossfire: How the Music Industry Copes with Radio Range Wars* will discuss competitive tactics between radio stations in the same market and how that affects record companies with regards to promotions, interviews and new releases.

There also will be two longform sessions. The first will feature Charles Garfield speaking on having a management game plan for the 1990's. Dick Orkin and Cristine Coyle will talk about overcoming the worst creative obstacles.

The Canadian Country Music Association will return to the Country Radio Seminar for the second consecutive year. CCMA will host the seminar's Saturday luncheon and present Canadian talent to the attending broadcasters. —LC

RATINGS ROUNDUP

For the week of Feb. 18-24, CBS scored its second straight weekly win, the first time the network has enjoyed consecutive wins since the 1986-87 season. CBS finished the week with a 15.1 rating and 24 share, followed by NBC with a 14.1/22 and ABC with an 11.9/19.

Powering CBS's performance last week was the two-part mini-series *And the Sea Will Tell*, which scored a 20.1 rating and 30 share for part one on Sunday, Feb. 24, helping the network win the night. *The Grammy Awards* (18.8/31) and *The Miss USA Pageant* (16.4/28) helped the network to win Wednesday and Friday nights, respectively. CBS also won Tuesday night with *Rescue: 911* (16.1/25) and the two-hour movie, *Sins of the Mother* (14.5/23). In all, CBS had four of the top 10 programs, ABC three and NBC two. Fox's highest rated show was *The Simpsons*, which came in at number 26 with a 15.4/2.

Not surprisingly in a sweeps period, of the top 20 programs of the week, almost a third were specials, including CBS's tribute to Mary Tyler Moore, which came in at number 11, and an NBC special on the predictions of Nostradamus at 17.

Week 23

NTI Network Prime Time Report for week of Feb. 18 - Feb. 24

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	▲	21.6/33	N	Cheers
2	▲	20.3/30	N	Love, Lies/Murder, Pt.2
3		20.1/31	C	Movie: Sea Will Tell, Pt.1
4	▼	19.0/30	C	60 Minutes
5		18.8/31	C	Grammy Awards
6	▼	18.6/28	A	Roseanne
7		18.2/26	C	Murphy Brown
8	▼	17.8/30	A	Full House
9	▲	17.6/26	A	Amer. Funniest People
9	▲	17.6/26	A	Amer.Funniest Videos
11		17.4/26	C	Mary Tyler Moore
12	▼	17.3/27	N	A Different World
13	▲	17.1/26	N	The Cosby Show
13	▲	17.1/25	C	Major Dad
15	▼	17.0/28	A	Family Matters
16	▼	16.9/25	C	Murder, She Wrote
17		16.5/24	N	Nostradamus
18		16.4/28	C	Miss USA Beauty Pageant
18	▼	16.4/25	N	Unsolved Mysteries
20	▼	16.2/24	A	Coach
20	▼	16.2/26	N	Wings
22	▼	16.1/28	N	L.A. Law
22	▲	16.1/25	C	Rescue: 911
24	▲	16.0/24	N	Fresh Prince Of Bel Air
25	▼	15.7/24	N	Matlock
26	▲	15.4/24	F	The Simpsons
27	▲	15.2/23	C	Evening Shade
28	▼	14.9/23	A	Who's The Boss?
29	▼	14.7/22	N	Heat Of The Night
30	▲	14.5/23	C	Sins Of The Mother
31	▲	14.2/21	A	Davis Rules
32	▼	13.9/22	N	Good Morning, Vietnam
33	▲	13.4/20	N	Blossom
34	▲	13.0/22	C	Knots Landing
35	▲	12.8/19	A	MacGyver
36	▲	12.5/21	A	thirtysomething
37	▲	12.4/18	F	In Living Color
37	▲	12.4/18	F	Married...With Children
39	▼	12.3/21	A	Perfect Strangers
40	▼	12.2/19	A	Doogie Howser, M.D.
41	▼	12.0/21	A	20/20
42		11.8/18	A	Movie Spec.: Columbo
43		11.2/17	A	Fire! Trapped-37th Floor
44	▼	11.1/17	A	Growing Pains
45		10.6/19	N	Amen
46		10.5/18	N	The Empire Strikes Back
47	▲	10.4/16	A	Movie: Bull Durham
48	▼	10.3/17	A	Going Places
48		10.3/18	A	Gulf War Day 39
50	▲	10.1/16	A	Father Dowling
51	▼	9.9/17	N	Law And Order
52	▲	9.6/16	C	Guns Of Paradise
53	▼	9.5/16	N	Hunter
53	▲	9.5/15	C	Top Cops
55	▲	9.3/15	C	Flash
55	▲	9.3/16	A	Primetime Live
57		9.2/16	N	Amer. At War, Pt.2
58	▲	8.6/13	F	Get A Life
58		8.6/15	C	War In The Gulf
60	▲	8.3/13	F	Parker Lewis
61		8.0/12	F	Cops: Coast To Coast
61	▲	8.0/14	A	Young Riders
63		7.9/12	N	Exposé
63	▲	7.9/12	A	Gabriel's Fire
65	▲	7.8/12	F	Babes
66	▲	7.1/12	F	Cops 2
67	▲	6.8/11	F	Beverly Hills, 90210
68	▲	6.5/11	F	America's Most Wanted
68	▲	6.5/11	F	True Colors
70	▲	6.3/11	F	Cops
71		5.7/10	F	World's Greatest Stunts
72	▲	5.3/9	F	Totally Hidden Video
73		4.8/8	F	Comic Strip Live
74		4.0/7	F	Get A Life Spec.

FREEZE FRAMES: Syndication Scorecard *

Week ended Feb. 17

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.9	234	99
2	Jeopardy! (King World)	13.5	219	99
3	Star Trek: Next Generation (Paramount)	13.0	239	98
4	Oprah Winfrey (King World)	11.1	224	99
5	Entertainment Tonight (Paramount)	8.7	184	96
6	Cosby Show (Viacom)	8.6	210	99
7	Wheel of Fortune, wknd. (King World)	8.5	187	84
8	Current Affair (20th Century Fox TV)	7.9	193	96
9	Magic I (Buena Vista)	7.5	187	93
10	Donahue (Multimedia)	6.4	234	99
11	Inside Edition (King World)	6.2	134	82
12	Super Force (Viacom)	5.8	175	95
13	Star Search (TPE)	5.6	172	96
14	Sally Jessy Raphael (Multimedia)	5.4	197	96
15	Hard Copy (Paramount)	5.2	172	91

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's ☐ **$1,270,000** ☐ **5**
FM's ☐ **$15,000** ☐ **3**
AM-FM's ☐ **$53,450,000** ☐ **7**
TV's ☐ **$4,606,000** ☐ **2**
Total ☐ **$59,341,000** ☐ **17**

Year to Date:
AM's ☐ **$9,966,539** ☐ **37**
FM's ☐ **$38,384,103** ☐ **43**
AM-FM's ☐ **$86,092,617** ☐ **34**
TV's ☐ **$86,474,000** ☐ **15**
Total ☐ **$220,917,250** ☐ **129**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WRVA(AM)-WRVQ(FM) Richmond and WWDE-FM Hampton (Norfolk), all Virginia ☐ Sold by Edens Broadcasting to Force II Communications for approximately $28 million. **Seller** is headed by Gary Edens, who also owns WRBQ(AM) St. Petersburg, WRBQ-FM Tampa, both Florida: KOY-AM-FM Phoenix and KKLQ-AM-FM San Diego. **Buyer** is company formed by Robert F.X. Sillerman and Norm Feuer. Sillerman owns equity interests in Legacy Communications, Capstar Communications, Legacy Broadcasting Partners and Metropolitan Broadcasting Corp. WRVA is fulltimer with adult contemporary format on 1140 khz and 50 kw. WRVQ has CHR format on 94.5 khz and antenna 455 feet above average terrain. WWDE-FM has adult contemporary format on 101.3 mhz with antenna 505 feet above average terrain. *Broker: Blackburn & Co. Inc.*

KMEO-AM-FM Phoenix ☐ Sold by Group W Broadcasting to Bonneville International for $12 million cash. Stations were purchased in 1985 for $11 million. **Seller** is headed by Jim Thompson, and owns nine AM's, nine FM's, and five VHF affiliates in Philadelphia, San Francisco, Boston, Baltimore and Pittsburgh. **Buyer** is headed by Rodney H. Brady, and owns five AM's, seven FM's, and CBS affiliates in Salt Lake City and Seattle. KMEO has adult contemporary format on 740 khz with 1 kw day and 292 w night. KMEO-FM has adult contemporary format on 96.9 mhz with 100 kw and antenna 1,560 feet. *Broker: Star Media Group.*

KDBN(AM) Dallas and KMEZ-FM Fort Worth ☐ Sold by Gilmore Broadcasting Corp. to Granum Communications for $9 million cash. KMEZ-FM was sold in 1988 for $11 million. **Seller** is headed by James Gilmore and also owns WLVE(FM) Miami Beach and CBS affiliate WEHT(TV) Evansville, Ind. **Buyer** is headed by Herb McCord and has no other broadcast interests. KDBN has news format on 1489 khz with 5 kw day and 1000 w night. KMEZ-FM has adult contemporary format on 107.5 mhz with 25 kw and antenna 1,647 feet. *Broker: Blackburn & Co. Inc.*

KLJB-TV Davenport, Iowa Sold by Davenport Communications Ltd., debtor-in-possession, to Quad Cities Television Acquisition for $3.706 million cash at closing. **Seller** is headed by Gary Brandt and Richard Greenblatt and has no other broadcast interests. **Buyer** is headed by Milton Grant, John H. Markley, William D. Towe, Gregory B. Maffei and Huntsville Television Holdings Corp. (100% VS). Huntsville Television Holdings owns 100% of voting stock of Huntsville Television Acquisition Corp., licensee of WZDX(TV) Huntsville, Ala. Grant is president of and holds 53.1583% interest in Grant Broadcasting Corp. of Little Rock, which has 25% limited partnership in Little Rock Communications Associates, licensee of KLRT(TV) Little Rock, AR. KLJB is Fox affiliate on ch. 18 with 3000 kw vis., 300 kw aur. and antenna 1,010 feet. *Broker: The Ted Hepburn Co.*

WUSQ-AM-FM Winchester, Va. ☐ Sold by The Holt Corp. of Virginia to Benchmark Communications for $3.65 million. **Seller** is headed by Arthur Holt, who owns WTKX-AM-FM Pensacola, Fla.; WKAP(AM) Allentown and WZZO(FM) Bethlehem, both Pennsylvania, and WOAD(AM)-WJMI(FM) Jackson, Miss. Holt also heads Holt Corp. Appraisal and Consulting. **Buyer** is headed by Joe Mathias and Phillip Rainwater, who also own WDOV(AM)-WDSD(FM) Dover, Del., and cable operations in Virginia and California. WUSQ(AM) is fulltimer with adult contemporary format on 610 khz with 500 w. WUSQ-FM has C&W format on 102.5 mhz with 32 kw and antenna 630 feet above average terrain. *Broker: Brian Cobb and Charles Giddens of Media Venture Partners.*

KYEL-TV Yuma, Ariz ☐ Sold by Beacon Broadcasters Ltd. to Southwest Triangle Television Co. for $900,000 cash at closing. **Seller** is headed by Robert C. Gilbertson and Duncan Fraser, and is subsidiary of Beacon Communications Corp. Beacon Broadcasters is licensee of WCFT-TV Tuscaloosa, Ala., which is being sold to Federal

Continues on page 61.

SOLD!

KTQQ-FM, Lake Charles, Louisiana has been sold by **KSIG Broadcasting Company, Inc.**, Louis M. Basso, Jr., President to **21st Century Communications, Inc.**, Keith Baine Martin, President for $808,760.

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WASHINGTON

FCC GIVES USER FEE PLAN TO HILL

Broadcasters would have to pony up $4.9 million, cable, $9.3 million; congressmen take opportunity to air fin-syn concerns

The FCC expects to collect up to $4.9 million in annual "user fees" from radio and TV broadcasters (see chart, right), according to a proposal unveiled last week by FCC Chairman Alfred Sikes. Under the same proposal, cable's contribution would be $9.3 million.

FCC'S PROPOSED ANNUAL USER FEES

Category	*No. of users*	*Annual fee*	*FCC's est. revenue*
AM (Class-II, daytime)	835	$150	$125,250
AM (Class-III, daytime)	491	$100	$49,100
AM (Class I, fulltime)	77	$500	$38, 500
AM (Class-II, fulltime)	773	$300	$231,900
AM (Class-III, fulltime)	1,742	$200	$348,400
AM (Class-IV, fulltime)	1,017	$100	$101,700
FM (Noncommercial)	1,351	$100	$135,100
FM (Classes C, C1, C2, and B	2,206	$500	$1,103,000
FM (Classes A, B1, C3, and D)	2,262	$300	$678,600
TV (noncommercial)	350	$100	$35,000
TV (UHF)	554	$1,000	$554,000
TV (VHF)	554	$3,000	$1,662,000
LPTV	7,721	$100	$772,100
Auxiliaries	50,000	$100	$5,000,000
ITFS	859	$100	$85,900
International shortwave	25	$100	$2,500
CARS	2,165	$150	$324,750
CATV franchises	29,964	$300	$8,989,200

Sikes discussed the fees with members of a House Appropriations Subcommittee panel last week. The FCC estimates it can raise $70 million annually from the fees, which would be levied against those doing business with the commission. For example, the agency hopes to collect up to $25.3 million from mobile radio, cellular radio, satellite operators, long distance and local phone companies.

Additionally, some subcommittee members used the hearing as an opportunity to express an interest in the FCC's proposed fin-syn rulemaking (see "Top of the Week").

The user fees would be in addition to the $41 million the agency says it will collect this year from filing and processing charges. President Bush's proposed fiscal 1992 budget called for a new user fee as a means of fighting the federal deficit (BROADCASTING, Feb. 11). The FCC would keep $65 million to cover the cost of doing business with the remainder going to the Treasury Department. It is up to Congress to authorize the user fee in legislation.

Sikes also appeared before the subcommittee to discuss the agency's request of $133.4 million for its fiscal 1992 budget, $17.6 million more than the commission received in its FY '91 appropriation. The additional funds would be used to hire 38 new employes in the common carrier bureau. The commission also plans to use the resources to devote more attention to high definition television and toward the development of other new high-technology communications services. Sikes said the commission needs to upgrade its computer system. Subcommittee Chairman Neal Smith (D-Iowa), however, was not optimistic about the chances that Congress will meet that request.

Moreover, Smith and Carr foresee other problems associated with enactment of a user fee. Carr said the House Ways and Means Committee may view it as a tax and feel the appropriation committee's action in this area is an invasion of its jurisdiction. The FCC's authorizing committee, Energy and Commerce, is also likely to take an interest in the proposal. "I don't know how we can work it out," said Smith. "We want to work it out," he added.

Under the proposed fee schedule, AM and FM-radio operators would account for $2.7 million, and TV $2.2 million. For example, an FM station (class C, C1, C2, or B) would have to pay an annual fee of $500, a VHF TV $3,000 and a UHF $1,000. Noncommercial radio and TV stations would pay $100 dollars apiece, making their contibution to the kitty $135,100 and $35,000.

Cable systems would have to pay $150 for the cable antenna relay service (CARS) plus $300 for each cable franchise. The FCC expects to collect a total of $324,750 from cable operators for their CARS license and about $9 million from a cable franchise charge.

The fee schedule did not go over well with the National Association of Broadcasters. NAB spokesman Walt Wurfel said broadcasters already spend "considerable resources to serve the public interest." The user fee proposal, he said, is "inconsistent" with broadcasters public service role. Moreover, the fees place a "fiscal burden on the many stations which already operate at a loss."

The National Cable Television Association also was not pleased. An NCTA spokesman said: "On first blush it's hard to see why we should be paying licensing fees to the federal government when we already pay more than $800 million per year to our local franchising authorities."

"We are obviously concerned," said David Donovan, vice president, legal and legislative affairs, Association of Independent Television Stations, "the user fee moves us toward a payment-for-spectrum-system—something that was never envisioned by the framers of the Communications Act." **—KM**

ACTIONS

Actions

■ **Montecito, CA** Commission has dismissed interlocutory appeal by Claudia Bratton following Review Board's denial of her motion to recuse Board Chairman Marino and Board Member Blumenthal from this proceeding for new FM at Montecito, CA. (MM docket 87-426 by MO&O [FCC 91-46] adopted February 7 by Commission.)

■ **Topeka, KS** Granted application of Margaret Escriva for new FM on channel 223A (92.5 mhz) at Topeka; denied competing application of SpaceCom Inc. (MM docket 89-293 by Initial Decision [FCC 91D-6] issued February 7 by ALJ Joseph Chachkin.)

■ **Hawesvilie, KY** Affirmed decision of presiding Administrative Law Judge and granted application of Joe L. Aldridge for new FM on channel 289A (105.7 mhz) at Hawesville; and denied competing application of Tower Communications, Inc. (MM docket 89-112 by Decision [FCC 91R-15] adopted February 8 by Review Board.)

■ **Bay Shore, NY** Denied Long Island Music Broadcasting Corporation's request to supplement petition for reconsideration in Bay Shore, NY, FM proceeding. (MM docket 87-246 by MO&O [FCC 91-45] adopted February 7 by Commission.)

■ **Naguabo, PR** Affirmed decision of administrative law judge and granted application of Efrain Archilla-Diez for new FM on channel 225A (92.9 mhz) at Naguabo; and denied competing applications of Naguabo Broadcasting Company, Jorge G. Blanco-Galdo, Reyes Ruiz Rivera, and Hector Negroni Cartagena. (MM docket 88-343 by Decision [FCC 91R-10] adopted January 29 by Review Board.)

CALL LETTERS

Grants

Existing FM's

KZPL(FM)	Voice of Inter. Christ. Evang. Inc., Yuma, AZ
WDHM(FM)	Rebecca L. Coomer; Salem, IN
WJUS(FM)	Juanita, Inc.; Fort Walton Beach, FL
WKED-FM	Allan Communications Inc., Frankfort, KY
WLMB(FM)	American Christian Radio Service Inc.; Lima, OH
WMYJ(FM)	Transmedia, Inc.; Pocomoke City, MD
WWTA(FM)	Tabor Academy; Marion, MA
WXEJ(FM)	Crossroads Communications Inc., Flora, MS
WYDA(FM)	Lina M. Parish; Graceville, FL
WYDB(FM)	Johnny W. Shaw and Opal J. Shaw, Bolivar, TN
WYDF(FM)	Lake Cities Broadcasting Corp., Montpelier, OH
WYDG(FM)	Vector Broadcasting Inc.; Lexington, MI
WYDH(FM)	Alabama Native American Broadcasting Co., Atmore, AL
WYDR(FM)	St WIEdCommun Bd.; Eau Claire, WI
WYDS(FM)	Howard G. Bill; Decatur, IL

New TV

KLSB-TV	Radnor Broadcasting Co. Inc., Nacogdoches, TX

Existing AM's

KHCB(AM)	KTUS Houston Christian Broadcasters Inc., Galveston, TX
KKFH(AM)	KWIC Modern World Media Inc., Beaumont, TX
WMDH(AM)	WCTW WTL Indiana Inc., New Castle, IN
WNTJ(AM)	WKQS Pennsylvania Broadcasting Associates II; Johnstown, PA
WOCC(AM)	WGZB Radio Corydon Inc., Corydon, IN
WRPT(AM)	WMDK Peterborough Broadcasting Company Inc.; Peterborough, NH
WTME(AM)	WXGL Christian Family Radio; Lewiston, ME

Existing FM's

KFAN(FM)	KBKK Jason and Janice Fritz, Johnson City, TX
KHCB(FH)	KTUS Houston Christian Broadcasters Inc., Galveston, TX
KHOW-FM	KSYY KHOWKSYY Inc.; Denver
KIOX-FM	KXGC-FM North Star Communications Inc., El Campo, TX
KJOJ-FM	KJOJ US Radio Ltd.; Freeport, TX
KONO-FM	KFAN Gillespie Broadcasting Company; Fredericksburg, TX
KRGY(FM)	KRIX Sunbelt Radio Acquisition Inc., Brownsville, TX
KTCM(FM)	KAPH Alpha Broadcasting Inc., Kingman, KS
KTHX(FM)	KSXY Lobster Communications Coporation; Reno, NV
KUII(FM)	KYII KLIF Company; Dallas
KXYL-FM	KISJ-FM Central Texas Communications Inc., Brownwood, TX
KZZD(FM)	KGAM New Life Fellowship Inc., Wichita, KS
WGKL-FM	WZZG Tenore Broadcasting Company; Charlotte, NC
WJZE(FM)	WDJY United Broadcasting Company Inc.; Washington
WKRH(FM)	WIGY Kaleidoscope Inc.; Bath, ME
WLKC(FM)	WXJE Jefferson Broadcasting Inc., Henderson, NY
WMDH-FM	WMDH WTL Indiana Inc.; New Castle, IN
WMOG-FM	WPFI WBA Partnership; St. Simons Island, GA

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Mar 11

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60th Year 1991

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WKRP in syndication: MTM readies for first-run; CBS records demo gains

RADIO / 37

Lack of funding delays or ends two children's programing services

WASHINGTON / 58

Cities ask Congress to insure quality cable for consumers

AT LARGE / 33

NAB's John Abel, architect of broadcasters' plan for digital radio future

God bless Our troops
KS95·FM®

KS95-FM radio's "Operation Appreciation" campaign supporting the men and women serving in the Gulf created a heartwarming greeting to send to the troops. The 12′ by 14′ banner was displayed at the St. Paul Winter Carnival, North America's largest winter festival. Over 25,000 special messages were written showing the tremendous support and appreciation Minnesotans have for our troops. The banner was sent to General Norman Schwartzkopf so the heart-filled notes would quickly reach their destination. **Thanks for a job well done and God Bless America.**

KSTP-FM MINNEAPOLIS ST. PAUL DIVISION OF HUBBARD BROADCASTING 1991
REPRESENTED NATIONALLY BY McGAVREN GUILD

Vol. 120 No. 10 $2.50

Time Warner lifts curtain on cable's future

THIS WEEK

19 / BARRETT'S BOMBSHELL

FCC Commissioner Andrew Barrett, long expected to be the third vote on fin-syn, has floated his own proposal that may attract two other votes (a majority). The plan reverses the FCC momentum that appeared to favor the networks. It could be headed for adoption this Thursday (March 14).

21 / TIME WARNER PLAN

Using a combination of coaxial cable and fiber optics, Time Warner plans to build a 150-channel cable system in New York's borough of Queens. It is being constructed primarily to deliver 40 channels of pay per view.

22 / TAKEN TO TASK

The era of the NBC "love fest," which is how most of the network's affiliate meetings in the past five years have been described, may be over. At a meeting two weeks ago, the mood was grim and many affiliates came away decidedly unimpressed with programing and news presentations, questioning the wisdom of NBC's investments in outside businesses such as cable.

24 / CHILDREN'S UPFRONT '91: NEW RULES

The children's TV upfront market will break in a few weeks with several questions still unanswered, including what effect new legislation limiting commercial time will have on the networks, cable and syndication. A shaky economy and changes in the toy industry may also impact advertising practices.

Time Warner unveils its cable system of the future (page 21)

24 / INTV-NATPE CONFERENCE MERGER?

In a meeting between INTV officials and distributors, a syndicator floated the suggestion that distributors would be willing to pay an extra per-square foot charge for floor space at the NATPE convention if that money would be accepted as a "cash offer" to INTV to discontinue program screenings at its annual meeting. INTV officials are "considering" that proposal and other 1993 convention merger talk, but NATPE is cool to a single-year merger.

29 / DIAMOND IN THE ROUGH

As CBS, ESPN and 61 of 75 local rightsholders stand pat with multiyear Major League Baseball agreements, rights fees for the season will hold at approximately $615 million, less than 1% higher than last year. Local TV and radio outlets report delayed but solid upfront sales for the 1991 season. The consistent appeal of the home team, they say, assures continued profitability. But advertising executives predict that the secret to CBS and ESPN efforts to recoup heavy 1990 MLB losses will simply be heavy discounts in a generally soft buyers' market in 1991.

33 / PLANNING FOR DAB

Radio broadcasters need digital audio broadcasting, says NAB Executive Vice President John Abel, to meet rising consumer expectations. But they need an orderly plan. Abel explains NAB's blueprint for establishing terrestrial DAB within the next 10 years in this "At Large" with BROADCASTING editors.

37 / KIDS' STUFF

Lack of funding in the radio marketplace has resulted in two casualties in the last few weeks: Kid's Choice Broadcasting Network, which broadcast on WPRD(AM) Orlando and KKDS(AM) Salt Lake City; and, Kidwaves, which has again postponed its start-up, but whose executives still look to a summer air date. Only the Children's Radio Network in Minneapolis is still up and running. Network President William Osewalt anticipates the programing service will expand to more than 20 markets in the next several months.

38 / FORMAT CHANGE

Broadcast Programing International of Seattle last week acquired the assets of Drake-Chenault Enterprises from Wagontrain Communications in Albuquerque, N.M. Wagontrain bought the company in 1985 from its founders Bill Drake and Gene Chenault and later merged it with the format division of Dallas-based TM Programing. This current deal gives BPI more than 850 format affiliates.

42 / KICKING IN WITH 'WKRP'

MTM Distribution has sold its 1991-92 first-run revival of *WKRP in Cincinnati* (CBS, 1978-82) in 90 markets so far

'WKRP' revival (page 42)

(representing more than 80% U.S. coverage), a market-by-market sales approach that has already netted 69 network affiliates out of the growing lineup. According to an MTM Distribution executive, 95% of the station lineup is commiting to double-runs of the sitcom and 80% are promising prime access time slots.

43 / CBS DEMO GAINS

Advertising agency executives rejoiced last week following CBS's sweeps victory. Now that it's a three-way race, no one network has undue leverage at the negotiating table, they said. In the key demographic categories, CBS improved its position across the board, while NBC and ABC were both down.

49 / ASIAN CONNECTION

Cable sports service Prime Network will program and jointly operate a new sports channel across Asia. Prime, which has signed an exclusive deal for the channel with Hong Kong-based Hutchvision, plans to launch the four-to-six hour daily prime time service late next summer or early fall on the AsiaSat I satellite, whose footprint reaches more than 40 countries and an estimated three billion potential viewers across Asia.

50 / CNBC IDENTITY

CNBC has completed plans for new weekend and prime time programing, and it is unlikely it will use any of its newly acquired FNN programs—if the deal closes—from either prime time or weekends.

54 / TVB RECAP

The Television Bureau of Advertising (TVB) released its 1990 results confirming the weak fourth quarter that spoiled the holidays for many Fifth Estaters. Television revenue in the fourth quarter for network, spot, local and syndication was up by only 0.8%. For the year, TV advertising revenue was up 6% to 22.6 billion.

Baseball 1991 (page 29)

58 / CALL FOR CABLE BILL

Some 700 elected city and county officials have petitioned Congress for legislation aimed at insuring that "consumers receive high quality, yet affordable, cable service." Among the things the municipalities are hoping to accomplish through legislation are access to cable programing for competitive cable systems and other multi-channel media; a competitive franchise renewal process; municipal rate regulation "within a federal framework," and consumer protection standards.

59 / SYMPATHETIC EAR

Addressing the National Association of Broadcasters' annual state association conference in Washington, Communications Chairman Daniel Inouye told radio and TV executives that "most of us in the Senate believe free TV is in trouble." The senator had even more encouraging words for broadcasters when he expressed "serious reservations" about the FCC's proposed annual user fee.

60 / BOUCHER BILL

Representaive Rick Boucher is expected to introduce legislation allowing telco entry into video delivery within the next month. The measure will be similar to the one he introduced last year, which contained restrictions against cross subsidization and cross marketing. The Bush administration position on the issue and the change of broadcasters' approach to the bill make passage likely.

62 / GRAPHIC SCENES

Several equipment manufacturers want to appeal to cost-conscious broadcasters and post-production studios in graphics, animation, special effects and weather graphics workstations to be introduced at the 1991 NAB exhibition in Las Vegas.

67 / LEAVING THE GULF

Several network correspondents returned home last week after spending more than six weeks in the Persian Gulf. However, many staffers stayed as developments in the region continued to unfold, including the mysterious disappearance of at least 36 correspondents trying to cover post-war unrest in southeastern Iraq.

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■ Cable

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THREE-NETWORK, FOURTH-QUARTER SALES DIP 3%; GAIN FOR YEAR

For full year, networks record total net revenue gain of 3% over 1989

Combined revenue for the ABC, CBS and NBC television networks declined roughly 3% in the last quarter of 1990, the outcome of a disastrous scatter market wiping out earlier upfront gains made on a majority of the inventory. Declines occurred in all dayparts, except for daytime and early morning. The network revenue results were provided to BROADCASTING by the Broadcast Cable Financial Management Association, based on unaudited network submissions to the accounting firm Ernst & Young.

For the full year, the three networks managed a total net revenue gain of 3%, half of the estimated nominal increase in GNP. Much of 1990 inventory was sold in a strong 1989 upfront market. All dayparts had 1990 revenue increases, except for late night, which suffered by comparison with 1989 due to the absence of *The Pat Sajak Show*, inroads by the syndicated *Arsenio Hall Show* and the reclassification of some CBS inventory to news with the introduction last October of *America Tonight*.

Prime time also lost some inventory to news because of *Prime Time Live*, which began airing in the fall of 1989, although at NBC there were fewer hours of prime time preempted by Connie Chung specials in 1990 than there were in 1989.

Prime time may have been artificially stronger because of less preemption from baseball and because inventory in prime time increased on all three networks compared to 1989.

The fourth-quarter results benefitted by having two extra days (one each on ABC and NBC) compared to 1989, while full-year results benefitted by having one extra fiscal day on ABC. Network results were hurt earlier in the year by a reported decline in people-using-television (BROADCASTING, Aug. 6, 1990), forcing the networks to provide extra makegoods. -GF

4th quarter TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Fourth quarter '89	$6,008	$0	$0	$461	$0	$2,941	$0	$9,410
Fourth quarter '90	3,359	0	0	380	0	3,079	0	6,818
% change	-44.09%	NA	NA	-17.57%	NA	4.69%	NA	-27.55%
All other gross revenue from time sales								
Fourth quarter '89	1,140,227	104,840	73,703	293,001	68,277	649,052	229,506	2,558,606*
Fourth quarter '90	1,101,886	94,832	75,674	295,146	65,280	643,137	210,694	2,486,649*
% change	-3.36	-9.55	2.67	0.73	-4.39	-0.91	-8.20	-2.81
Total gross revenue from time sales								
Fourth quarter '89	1,146,235	104,840	73,703	293,462	68,277	651,993	229,506	2,568,016
Fourth quarter '90	1,105,245	94,832	75,674	295,526	65,280	646,216	210,694	2,493,467
% change	-3.58	-9.55	2.67	0.70	-4.39	-0.89	-8.20	-2.90
Less advertising agency commissions								
Fourth quarter '89	171,988	15,725	11,054	43,962	10,242	97,423	34,426	384,820
Fourth quarter '90	165,787	14,482	11,349	44,271	9,792	96,490	31,349	373,520
% change	-3.61	-7.90	2.67	0.70	-4.39	-0.96	-8.94	-2.94
Total net revenue fron. time sales								
Fourth quarter '89	974,247	89,115	62,649	249,500	58,035	554,570	195,080	2,183,196
Fourth quarter '90	939,458	80,350	64,325	251,255	55,488	549,726	179,345	2,119,947**
% change	-3.57	-9.84	2.68	0.70	-4.39	-0.87	-8.07	-2.90

Year to date TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Full year '89	$24,7[illegible]1	$0	$0	$961	$0	$16,934	$0	$42,666
Full year '90	22,852	0	0	855	181	6,062	0	29,950
% change	-7.75%	NA	NA	-11.03%	NA	-64.20%	NA	-29.80%
All other gross revenue from time sales								
Full year '89	4,276,548	409,287	244,854	1,019,516	166,204	1,532,293	805,820	8,455,132*
Full year '90	4,402,262	374,184	268,389	1,040,121	171,739	1,620,561	843,313	8,720,569*
% change	2.94	-8.58	9.61	2.02	3.33	5.72	4.65	3.14
Total gross revenue from time sales								
Full year '89	4,301,319	409,287	244,854	1,020,477	166,204	1,549,837	805,820	8,497,798
Full year '90	4,425,114	374,184	268,389	1,040,976	171,920	1,626,623	843,313	8,750,519
% change	2.88	-8.58	9.61	2.01	3.44	4.95	4.65	2.97
Less advertising agency commissions								
Full year '89	645,250	61,391	36,728	152,948	24,931	230,968	120,875	1,273,091
Full year '90	663,763	56,386	40,258	156,018	25,788	243,130	126,242	1,311,585
% change	2.87	-8.15	9.61	2.01	3.44	5.27	4.44	3.02
Total net revenue from time sales								
Full year '89	3,656,069	347,896	208,126	867,529	141,273	1,318,869	684,945	7,224,707
Full year '90	3,761,351	317,798	228,131	884,958	146,132	1,383,493	717,071	7,438,934**
% change	2.88	-8.65	9.61	2.01	3.44	4.90	4.69	2.97

*Does not include color insertion revenue. **Includes no political parties/candidates revenue for 1990.

RATINGS ROUNDUP

CBS continued its winning ways, placing first again in prime time for the week ended March 3, just five days after the network won its first sweeps victory in six years. The network won with a 13.3/22. ABC and NBC tied with a 12.1/20. Fox averaged a 6.8/11 for its five nights of prime time.

CBS had three of the top four shows with *60 Minutes* at number one, *Murphy Brown* at number three and the second part of its sweeps mini-series, *And the Sea Will Tell*, at number four. (The first part of the mini-series weighed in at number three the week before.) The breakdown of the top 25 prime time shows for the week reflected the closeness of the season-to-date race with CBS claiming nine shows and ABC and CBS eight apiece. Fox's best finish was with *The Simpsons* at number 41. It also claimed the bottom 10 spots for the week.

Week 24

NTI Network Prime Time Report for week of Feb. 25 - March 3

1st column tells rank, 2nd column tells position compared to last week. ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	▲	23.5/38	C	60 Minutes
2	▼	23.4/36	N	Cheers
3	▲	19.1/28	C	Murphy Brown
4	▲	19.0/29	C	Movie: Sea Will Tell, Pt.2
5	▲	18.6/29	N	A Different World
5	▲	18.6/27	A	Roseanne
7	▲	18.5/29	N	The Cosby Show
7	▼	18.5/29	C	Movie: Lies Before Kisses
9	▲	18.1/27	A	Amer. Funniest Videos
9	▲	18.1/31	A	Family Matters
9	▼	18.1/32	A	Full House
12	▼	18.0/27	A	Amer. Funniest People
13		17.9/28	N	Down Home Special
14	▲	17.7/28	N	Unsolved Mysteries
15	▲	17.3/26	C	Rescue: 911
16		17.0/26	C	Designing Women
17		16.4/30	N	Empty Nest
18		16.3/29	N	Golden Girls
18	▼	16.3/24	C	Major Dad
20		16.1/24	A	Coach
21	▲	15.7/23	N	Matlock
22	▼	15.5/23	C	Murder, She Wrote
22	▲	15.5/26	A	Perfect Strangers
24	▲	15.0/28	A	20/20
25	▲	14.7/22	C	Evening Shade
25		14.7/22	A	Pres. Bush Press/Analysis
27	▲	14.6/22	A	Who's The Boss?
27		14.6/23	A	Wonder Years
29	▲	14.2/21	A	Davis Rules
30	▲	14.0/22	A	Movie: Robocop
31	▲	13.9/24	A	Going Places
32	▲	13.7/21	A	Growing Pains
32	▼	13.7/20	N	Heat Of The Night
34		13.6/24	C	Knots Landing
35		13.4/20	A	Amer. Best Kept Secrets
35		13.4/25	N	Carol & Company
37	▼	13.3/20	N	Fresh Prince Of Bel Air
38		13.2/21	C	Jake And The Fatman
39		13.0/20	N	Night Court
40	▲	12.7/20	A	Movie: Dead Pool
41	▼	12.6/20	F	The Simpsons
42		12.4/20	N	Night Court Spec
43		12.0/21	N	1st Person/M. Shriver
44	▼	11.8/18	F	Married...With Children
44	▼	11.8/18	N	Movie: Long Road Home
46		11.6/18	A	Anything But Love
46	▼	11.6/17	F	In Living Color
46	▲	11.6/20	A	Primetime Live
46	▼	11.6/18	A	thirtysomething
50		11.5/23	N	Dear John
51	▲	11.2/21	N	Hunter
52	▼	11.1/18	N	Law And Order
53	▼	11.0/16	N	Blossom
54		10.6/19	C	Good Sports Spec.
55		10.5/18	C	Dallas
55	▼	10.5/16	N	Summer/Father Grew Up
57	▼	10.0/19	N	Amen
57		10.0/19	C	48 Hours
59	■	9.8/18	N	Down Home
60	▼	9.6/15	C	Tops Cops
61		9.1/14	N	Real Life/J. Pauley
62		8.8/14	C	Flash Spec.
63	▼	8.6/13	F	Get A Life
64	▼	8.5/13	A	Father Dowling
64	▼	8.5/13	C	Flash
64		8.5/13	F	Voices That Care Spec.
64	▼	8.5/16	A	Young Riders
68	▼	8.4/15	C	Guns Of Paradise
69		8.2/14	A	Equal Justice
70		8.1/15	C	Movie: Renegades
71		7.9/15	N	Midnight Caller
72	▼	7.5/11	N	Exposé
72		7.5/12	N	Super Bloopers & Jokes
74	▼	7.3/11	A	Gabriel's Fire
75		7.1/12	N	Dark Shadows
76		6.9/10	F	Movie: Willow
76		6.9/11	A	Life Goes On
78	▼	6.8/11	F	Parker Lewis
79		6.6/12	N	Story Behind The Story
79	▼	6.6/11	F	True Colors
81	▲	6.5/12	F	Cops
82	▼	6.3/10	F	Beverly Hills, 90210
83		6.2/12	A	Peter Gunn
83	▼	6.2/11	F	Cops 2
83		6.2/9	F	Voices That Care-Sunday
86		5.9/11	C	Sons & Daughters
87		5.7/11	F	Tot. Hidden Video-Sat.
87		5.7/11	C	Uncle Buck
89	▼	5.4/9	F	America's Most Wanted
89	▼	5.4/10	F	Totally Hidden Video
91		5.1/10	C	Lenny
92	▼	4.2/7	F	Comic Strip Live
93		3.4/6	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Feb. 24

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.1	221	98
2	Jeopardy! (King World)	13.2	211	96
3	Star Trek: Next Generation (Paramount)	12.3	237	98
4	Oprah Winfrey (King World)	10.6	216	98
5	Entertainment Tonight (Paramount)	8.6	180	95
6	Cosby Show (Viacom)	8.4	202	97
7	Current Affair (20th Century Fox TV)	7.9	189	94
8	Donahue (Multimedia)	6.6	229	97
8	Wheel of Fortune, wknd. (King World)	6.6	152	67
10	Inside Edition (King World)	6.2	129	92
11	Super Force (Viacom)	5.8	167	94
12	Hard Copy (Paramount)	5.2	171	87
12	21 Jump Street, syn. (Cannell)	5.2	129	92
14	Sally Jessy Raphael (Multimedia)	5.0	188	94
15	Chip 'N' Dale (Buena Vista)	4.8	183	96
15	Star Search (TPE)	4.8	154	86

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BUSINESS

TVB 1990 RESULTS CONFIRM WEAK FOURTH QUARTER

Television revenues in fourth quarter up by less than 1%; total ad revenue in 1990 up 6% to $22.6 billion; political advertising boosts local markets

Advertising totals compiled by Arbitron's Broadcast Advertisers Reports and released by the Television Bureau of Advertising document the fourth-quarter fallout that spoiled the holiday season for much of the Fifth Estate. For the four categories tracked by TVB—network, spot, syndication (including Fox) and local—ad revenue increased by 0.8%, to $6,347,682,800, for fourth quarter 1990.

National spot advertising, the report says, grew only 0.6% in the fourth quarter, to $1,606,325,900, compared to fourth-quarter 1989's total of $1,596,449,000, which had been a 3% increase from fourth quarter 1988.

Bolstered by revenue from political advertising, local advertising managed to grow 2.3% in the fourth quarter, from $1,406,908,200 in 1989 to $1,439,735,900 in 1990. Even with the close to $300 million spent on political advertising in 1990, the fourth-quarter growth, when compared to fourth-quarter growth in 1989 versus 1988, was up only 0.3%.

Besides local, only syndication advertising revenues grew [illegible] more than 1%. Syndication was up 17.7% to $458,075,900. However, that 17% growth is down significantly from the 49% growth the syndication market enjoyed between fourth quarter 1988 and 1989.

For the year, spot television was up 5.1% to $5,423,256,600, as Procter & Gamble and Philip Morris increased their spot spending by 38% and 22%, respectively.

Syndication increased 23.4% for the year. In that category, four of the top five advertisers increased spending compared to a year ago. Up from 1989 was Philip Morris at $133,752,000 (up 25%), P&G at $118,673,000 (up 31%), Warner-Lambert at $48,430,100 (up 96%) and Grand Metropolitan at $45,821,400 (up 81%). Kellogg Co., the number-five syndicated advertiser,

Continues on page 57.

Fourth Quarter 1990 vs. 1989

	1989	*1990*	*% chg.*
Network	**$2,906,941,200**	**$2,843,545,100**	**-2.2**
Spot	**$1,596,449,000**	**$1,606,325,900**	**+0.6**
Local	**$1,406,908,200**	**$1,439,735,900**	**+2.3**
Syndication	**$389,074,700**	**$458,075,900**	**+17.7***
Total	**$6,299,373,100**	**$6,347,682,800**	**+0.8**

***Includes Fox**

Source Arbitron's Broadcast Advertisers Reports

Mr. David Corman
has agreed to sell the stock of
Boulder Broadcasting Corporation
licensee of
KNUS-AM
Denver, CO
to
Mr. Paul Stebbins

QUESTCOM

Radio Station Brokerage & Financing Services

Don Bussell
Gaithersburg, MD / (301) 963-3000

Marc Hand
Denver, CO / (303) 534-3939

Subject to FCC approval

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$144,100** □ **1**
FM's □ **$2,085,000** □ **4**
AM-FM's □ **$2,620,000** □ **6**
TV's □ **$0** □ **2**
Total □ **$225,766,350** □ **13**

Year to Date:
AM's □ **$10,110,639** □ **38**
FM's □ **$40,469,103** □ **47**
AM-FM's □ **$88,712,617** □ **40**
TV's □ **$86,474,000** □ **17**
Total □ **$225,766,350** □ **142**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WEKZ-AM-FM Monroe, Wis. □ Sold by Green County Broadcasting Corp. to Stateline Partnership for $1.65 million cash at closing. **Seller** is headed by Kenneth W. Stuart and has no other broadcast interests. **Buyer** is headed by Harish C. Puri (37.5%), Busaba Imhoff (37.5%), Gary R. Probst (12.5%) and Timothy S. Carney (12.5%), and has no other broadcast interests. WEKZ(AM) has diverse format (local news, sports, music) on 1260 khz with 1 kw day. WEKZ(FM) has easy listening format on 93.7 mhz with 36 kw and antenna 581 feet above average terrain.

KTMX(FM) Colusa, Calif. □ Sold by Affinity Communications Inc. to Park Lane Colusa Partners Ltd. for $900,000. Purchase includes $250,000 three-year noncompete covenant and $650,000 note payable at 10%. **Seller** is headed by Peter Miouli, and has no other broadcast interests. **Buyer** is headed by Park Lane Group Inc., general partner of assignee, which is headed by James Levy (38.832%), Richard Blue (18.302%), William Struck (8.775%), Paul Cook (29.076%) and Arthur Schneiderman (5.015%), and has no other broadcast interests. KTMX has CHR format on 107.5 mhz with 28 kw and antenna 600 feet above average terrain.

KSNO-AM-FM Aspen and Snowmass Village, both Colorado □ Sold by Dayton Heidelberg Distributing Co. to Gardiner Broadcast Partners Ltd. for $800,000. Price includes $700,000 cash at closing and $100,000 five-year promissory note at 10% interest for first year, to be amortized over next four years in 16 quarterly installments; five-year noncompete covenant is included in purchase price. **Seller** is headed by Albert W. Vontz, and is licensee of WNOP(AM) Newport, Ky. **Buyer** is headed by Gardiner Broadcasting Corp. (100% GP), Ciifton H. Gardiner (75% VS), Rex R. Miller (15% VS) and Patrick J. O'Keefe (10% VS), and recently purchased KKMX-AM-FM Hayden, Colo. ("Changing Hands," Feb. 4), and KSMT(FM) Breckenridge, Colo. ("Changing Hands," Feb. 18). Gardiner is also purchasing KZYR(FM) Avon, Colo. (see below). KSNO(AM) has new age jazz format on 1260 khz with 5 kw day. KSNO-FM has contemporary jazz/new age format on 103.9 mhz with 2.5 kw and antenna 85 feet above average terrain.

KZYR(FM) Avon, Colo. □ Sold by Rocky Mountain Wireless Inc. to Gardiner Broadcast Partners Ltd. for $550,000. Price includes $345,000 cash at closing, $30,000 escrow deposit and $175,000 promissory note at 10%. **Seller** is headed by Jerrell K. Davis, who is general partner in Roaring Fork Radio, applicant for new FM at Basalt, Colo. **Buyer** is headed by Gardiner Broadcast Corp. (100% GP), Clifton H. Gardiner (75% VS), Rex R. Miller (15% VS) and Patrick J. O'Keefe (10% VS), and recently purchased KKMX-AM-FM Hayden and KSMT(FM) Breckenridge, both Colorado, and is also purchasing KSNO-AM-FM (see above). KZYR has adult album rock format on 103.1 mhz with 1.5 kw and antenna 459.2 feet above average terrain.

WSLE(FM) Cairo, Ga. □ Sold by Orson Woodall (receiver) to Lovett Communications Inc. for $510,000. Price includes $10,000 cash at closing, $210,000 five-year interest-bearing note and $290,000 25-year promissory note at 10%. **Seller** has no other broadcast interests. **Buyer** is headed by Wendell Lovett (45%) and Jeffery Lovett (45%), father and son, and William O. Woodall Jr. (10%). Wendell Lovett is 75% stockholder in Lovett Broadcasting Enterprises Inc., owner of WGRA(AM) Cairo, Ga. WSLE has adult contemporary format on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

KFUN(AM)-KLVF(FM) Las Vegas, N.M. □ Sold by KFUN-KLVF Inc. to Dennis D. Mitchell for $400,000. Price includes $125,000 cash at closing, $75,000 promissory note at 12% and $200,000 promissory note at 7%. Licensee is headed by S. Carl Mark and son Henry G. Mark. **Transferor** is S. Carl Mark. **Transferee** is Mitchell (100%). Principals have no other broadcast interests. KFUN has Spanish and C&W format on 1230 khz with 1 kw. KLVF has adult contemporary format on 100.9 mhz with 3 kw and antenna 77 feet below average terrain.

CLOSED!

The sale of WJLQ-FM/WCOA-FM, Pensacola, Florida from Norman S. Drubner to BREM Broadcasting, Edmond J. Muniz, Principal for $2,230,000.

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STOCK INDEX (CONT.)

EQUIPMENT & MANUFACTURING

		Closing Wed Mar 6	Closing Wed Feb 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	90 5/8	88 3/4	1 7/8	02.11	15	20,116
N	(ARV) Arvin Industries	22 5/8	21 1/4	1 3/8	06.47	20	425
O	(CCBL) C-Cor Electronics	4 3/4	5	– 1/4	– 05.00	5	20
O	(CTEX) C-Tec Corp.	16 3/4	16 3/4		00.00	-32	275
N	(CHY) Chyron	13/16	7/8	– 1/16	– 07.14	-2	9
A	(COH) Cohu	12 1/4	12 1/8	1/8	01.03	9	24
N	(EK) Eastman Kodak	45 7/8	43 5/8	2 1/4	05.15	47	14,883
N	(HRS) Harris Corp.	25 1/2	24 1/4	1 1/4	05.15	8	1,022
N	(IV) Mark IV Indus.	11 5/8	11	5/8	05.68	2	158
O	(MATT) Matthews Equip.	1 7/8	1 7/8		00.00	93	11
O	(MCDY) Microdyne	8 3/8	6 13/16	1 9/16	22.93	119	35
O	(MCOM) Midwest Comm.	23/32	3/4	– 1/32	– 04.16	2	2
N	(MOT) Motorola	64 1/4	61 1/8	3 1/8	05.11	16	8,450
A	(PPI) Pico Products	1	1 1/8	– 1/8	– 11.11		3
N	(SFA) Sci-Atlanta	15 3/4	15 1/2	1/4	01.61	8	353
N	(SNE) Sony Corp.	51 3/4	52 1/8	– 3/8	– 00.71	27	17,177
N	(TEK) Tektronix	22 1/4	20 1/8	2 1/8	10.55	-7	646
N	(VAR) Varian Assoc.	42 1/2	40	2 1/2	06.25	-202	813
O	(WGNR) Wegener	3/4	5/8	1/8	20.00	-4	5
N	(ZE) Zenith	8 1/4	7 1/2	3/4	10.00	-3	220

SERVICE

		Closing Wed Mar 6	Closing Wed Feb 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AFTI) Am. Film Tech.	6 1/4	4 1/2	1 3/4	38.88	20	61
O	(BSIM) Burnup & Sims	9 1/2	10	– 1/2	– 05.00	105	119
A	(CLR) Color Systems	3 3/4	4	– 1/4	– 06.25	-4	34
N	(CQ) Comsat	28 3/8	26 1/8	2 1/4	08.61	9	530
N	(CDA) Control Data	13	12 1/8	7/8	07.21	-3	552
N	(DNB) Dun & Bradstreet	47 5/8	44 3/4	2 7/8	06.42	17	8,690
N	(FCB) Foote Cone & B.	25 1/2	24 1/2	1	04.08	13	275
O	(GREY) Grey Adv.	145	135	10	07.40	13	163
O	(IDBX) IDB Commun.	8 3/4	8 3/4		00.00	97	55
N	(IPG) Interpublic Group	43 1/2	41	2 1/2	06.09	19	1,487
N	(OMC) Omnicom	27 1/8		2 1/2	06.09	13	711
O	(RTRSY) Reuters	47 1/2	45 3/8	2 1/8	04.68	22	20,476
N	(SAA) Saatchi & Saatchi	1 3/8	1 1/8	1/4	22.22	-1	217
O	(TLMT) Telemation	1/4	1/4		00.00		1
O	(TMCI) TM Commun.	1/4	1/4		00.00	-1	5
A	(UNV) Unitel Video	7 7/8	7 5/8	1/4	03.27	-13	12
O	(WPPGY) WPP Group	4 11/16	2 1/2	2 3/16	87.50	1	192

Standard & Poor's 400	447.26	436.00	+ 11.26	+ 2.5%

TVB

Continued from page 54

cut its syndicated spending by 11%, down to $45,353,300.

Of 26 national and regional spot advertising categories, half cut back on their 1990 spending. Beer and wine advertising dropped 3% in 1990 to $201,189,000; household furnishings dropped 31% to $29,267,600; computer and office equipment advertisers cut back by 33% to $21,164,700, and building material/equipment and fixture advertisers cut by 27% to $57,628,800.

Locally, eight of 15 local-retail television advertisers cut their spending. In the automotive category—which includes dealerships, repair shops, gas stations and supply stores—spending dropped 11% to $414,248,000. On the retail side, department, discount and variety stores cut spending by 11% to $333,641,300. Clothing stores, fur salons, shoe stores and apparel stores cut ad[illegible]ending by 12% to $174,226,600.

[illegible]work television was up 6% in a non-Olympic, non-election year that saw 21 of 47 advertising categories reduce ad spending. Beer and wine advertising dropped by 19% to $293,456,600. Among the top-25 network advertisers, Kellogg Co., the number-four network advertiser, cut spending by 7% to $301,295,500.

THE SELLING OF KING

Steven Clifford, president and chief executive officer of King Broadcasting, told BROADCASTING that a definitive agreement will probably be signed in about a month to sell the TV stations and cable systems to a joint venture of the Providence Journal and Kelso & Co. (BROADCASTING, March 4). While saying the sale would be taxable to King and that the buyers would assume debt, which recently stood at $170 million, Clifford declined to break out prices or multiples between the stations and cable: "There is only one price so I'm not sure what it says to the cable or TV industry; you can read into it whatever you want?" Since the end of the fiscal year last June, King's broadcasting operations have been affected by the recession and events in the Middle East, but Clifford said he is optimistic about an upturn in revenue. Those making the sale announcement last week were (pictured, l-r) controlling owners of King, Harriett Stimson Bullitt and Priscilla "Patsy" Bullitt Collins, who are sisters, and chairman, publisher and chief executive officer of Providence Journal Co., Stephen Hamblett. Other owners of King include additional family members, executives, various trusts and an employe stock option plan (ESOP).

WKOX(AM)-WVBF(FM) Framingham MA. Action Feb. 21.

■ **WMMC(FM) Marshall, IL** (BAPH901224GN; 105.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Illini Broadcasting Inc. to J & J Media Inc. for $125,000. Selier is headed by E. T. Baldridge and Todd W. Dumas, and has no other broadcast interests. Buyer is headed by John McDaniel (49%), Joyce McDaniel (51%) and Joanne Hires. Joyce and John McDaniel own 100% of stock of Ford FM Inc., licensee of WKZI(AM) Casey, IL. Action Feb. 22.

■ **KKSI(FM) Eddyville, IA** (BTCH901220HW; 101.5 mhz; 50 kw; ant. 150 ft.)—Granted transfer of control from "O"-Town Communications Inc. to Don Linder for $1,240 in transfer within company. Transferor is Mark McVey. Transferees are Don and John Linder, father and son. "O-Town" is headed by Don Linder (60%), John Linder (20%) and McVey (20%). Linder is 92.34% voting shareholder of Minnesota Valley Broadcasting Co., licensee of KTOE(AM)-KDOG(FM) Mankato, MN, and 100% owner of KMHL Broadcasting Co., licensee of KMHL(AM)-KKCK(FM) Marshall, MN, and 80% voting shareholder of Linder Broadcasting of Fort Dodge Inc., licensee of KRIT(FM) Clarion, IA. Action Feb. 15.

■ **KFRM(AM) Salina, KS** (BAL900227EA; 550 khz; 5 kw-D)—Granted assignment of license from H R H Broadcasting Corp. to Great American Broadcasting of Kansas Inc. for $250,000. Seller is headed by Herbert R. and Ruby J. Hoeflicker, husband and wife, and has no other broadcast interests. Buyer is headed by Mack and Sherry Sanders, husband and wife, Ernest McRae, John and Janet Bozeman and Robbie Swinney, and is 100% stockholder of Ward of Kansas Inc., licensee of KVGB-AM-FM Great Bend, KS. John Bozeman is individual licensee of WPFD(AM) Fairview, TN. Action Feb. 15.

■ **WHQO(FM) Skowhegan, ME** (BAPH901231GK; 107.9 mzh; 1.3 kw; ant. 680 ft.)—Granted assignment of CP from Dark Communications Inc. to Robert R. Harvey for $185,000. Seller is headed by Dennis A. Tallyn, Diane Saltzman and Donald Martin, and has no other broadcast interests. Buyer has no other broadcast interests. Action Feb. 15.

■ **WBCM(AM) Bay City, MI** (BAL901203EK; 1440 khz; 5 kw-D, 2.5 kw-N)—Granted assignment of license from Kathi Broadcasting Co. to Nicholas Communications Corp. for $117,500. Seller is headed by Alvin R. Umans, Howard N. Gilbert, Robert C. Haag and Avis Cohn Primack, who have interests in Sharon Broadcasting, licensee of WNLF(AM) Charlotte, MI. Haag, Gilbert and Umans also have a 36%, 15% and 7.3% interest, respectively, in Monroe Communications Corp., applicant for new TV on ch. 44 in Chicago. Application (BPCT821101KH) is involved in comparative renewal proceeding with Video 44, current licensee of WSNS(TV) Chicago; decision released is presently under review by courts. Buyer is headed by Paul E. Nicholas, and has no other broadcast interests. Action Feb. 20.

■ **WMJT(FM) Pinconning, MI** (BALH901221GG; 100.9 mhz; 3 kw; ant. 500 ft.)—Granted assignment of license from BC Communications Inc. to P & G Media Corporation for $55,000. Seller is headed by Floyd Biernat and has no other broadcast interests. Buyer is headed by Thomas J. Beauvais (50%) and Gregory P. Theokas (50%), and has no other broadcast interests. Action Feb. 13.

■ **WEW(AM) St. Louis** (BAL910109EB; 770 khz; 1 kw-D)—Granted assignment of license from Radio WEW Inc., debtor in possession, to Alliance Broadcasting Co. for $300,000. Seller is headed by Doug Huber, who has interests in WDXR(AM) Paducah, KY. Buyer is headed by Richard R. Frame, and has no other broadcast interests. Action Feb. 20.

■ **WUTQ(AM)-WOUR(FM) Utica and WABY(AM)-WKLI(FM) Albany, both New York** (WUTQ: BAL901220HT; 1550 khz; 1 kw-D. WOUR: BALH901220HU; 96.9 mhz; 16 kw; ant. 790 ft.; WABY: BAL901220HR; 1400 khz; 1 kw-U. WKLI: BALH901220HS; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Paul N. Bendat to Bendat Communications & Broadcasting Inc. Bendat is exchanging assets of stations for common stock in his company. Buyer is headed by Paul N. Bendat (50%) and Laura Ann Machlin (50%), brother and sister, and has no other broadcast interests. Action Feb. 15.

■ **KBTO(FM) Bottineau, ND** (BALH901231GJ; 101.9 mhz; 51.5 kw; ant. 492 ft.)—Granted assignment of license from D & H Broadcasting Inc. to Standef Broadcasting Corp. for $330,000. Seller is headed by Alan Henning, and has no other broadcast interests. Buyer is headed by Edward F. Stanley (75%), Donna M. Stanley (15%) and Jeffrey P. Stanley (10%), and has application for new FM at Jeffersonville, NY. Action Feb. 20.

■ **KGLC(AM)-KSSM(FM) Miami, OK** (AM: BTC901231EC; 910 khz; 1 kw-U; FM: BTCH901231ED; 100.9 mhz; 3 kw; ant. 273 ft.)—Granted transfer of control from Duke Corporation to Harvest Time Tabernacle Inc. to transfer 100% of outstanding shares, agreement to be submitted to commission when completed. Seller is headed by Larry Duke Sr., and has interests in Duke Broadcasting Corp., licensee of KFIN(FM) Jonesboro, AR, and has application pending to increase power of KSSM. Buyer is headed by Gordon K. Chirillo (100%) Linda M. Chirillo, husband and wife, and Donald L. Williams, and has no other broadcast interests. Action Feb. 15.

■ **KBIX-FM Wagoner, OK** (BAPH901220HX; 102.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Bix Broadcasting Co. to RJR Broadcasting Inc. for $75,000. Seller is headed by David E. Webb and LLoyd Watson, and has no other broadcast interests. Buyer is headed by Ronald L. Jones, and has no other broadcast interests. Action Feb. 22.

■ **WVSN(TV) Humacao, PR** (BALCT901228KF; ch. 68; 90.2 kw-V; 9 kw-A; ant. 1,984 ft.)—Granted assignment of license from Bocanegra Girald Broadcasting Group to Tito Atiles Natal for $500,000. Seller is headed by Angel F. Bocanegra Girald, and has no other broadcast interests. Buyer has no other broadcast interests. Action Feb. 15.

■ **WVSN(TV) Humacao, PR** (BALCT900727KF; ch. 68; 90.2 kw-V; 9 kw-A; ant. 1,984 ft.)—Dismissed app. of assignment of license from BocanegraGirald Broadcasting Group to Aerco. Broadcasting Corp. for $122,100. Seller is headed by Angel F. Bocanegro and Estrella Bocanegro and has no other broadcast interests. Buyer is headed by Angel E. Roman and has interest in WFAB(AM) Ceiba and WVOZ(AM) San Juan, both Puerto Rico. Action Feb. 20.

■ **WHHR-AM-FM Hilton Head Island, SC** (AM: BAL901217HJ; 1130 khz; 1 kw-D, 500 w-N; FM: BALH901217HK; 106.1 mhz; 50 kw; ant. 300 ft.)—Granted assignment of license from Hilton Head Broadcasting Corp to Adventure Communications Inc. for $300,000. Seller is headed by J. N. Richardson Jr., Thomas H. Harvey III and Ernest Willams II, and has

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Mar 18

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TELEVISION/27

Saturday morning live; '21 Jump' production ends; morning becomes indies

RADIO/30

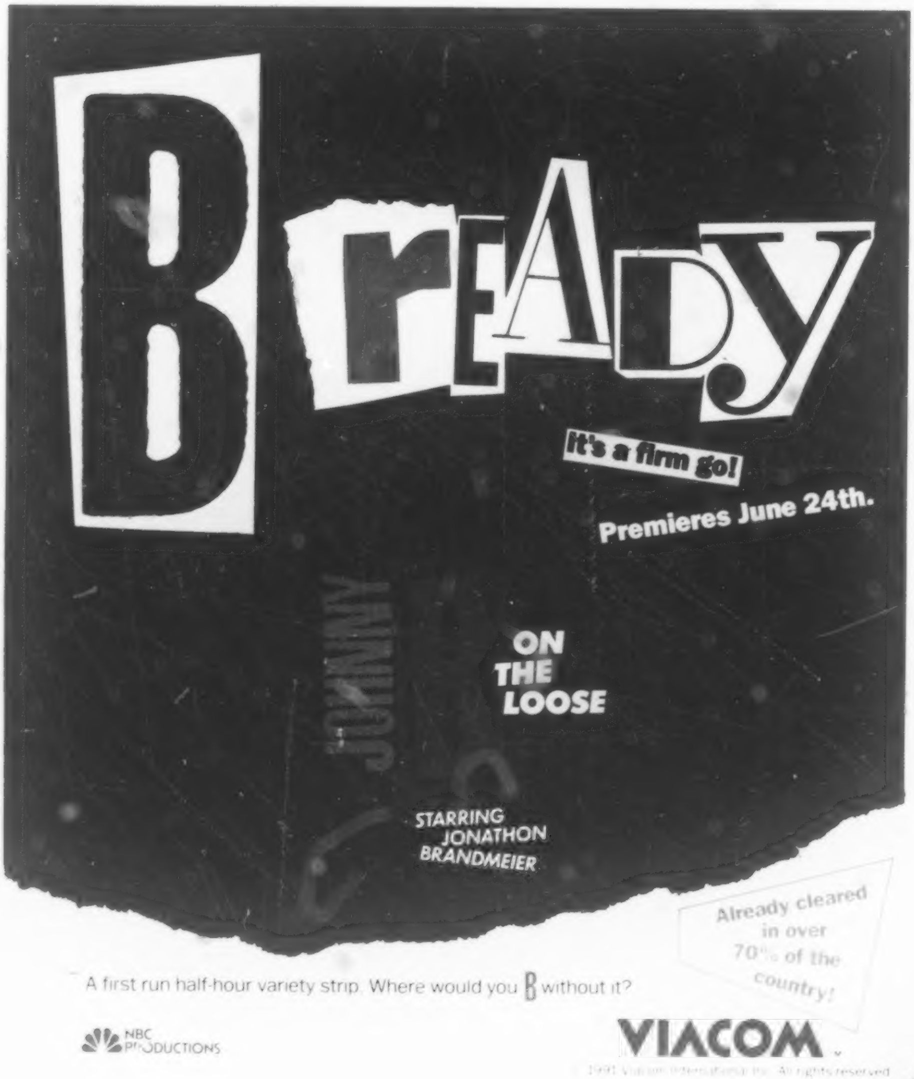
Winter '91 Birch survey: news ratings up; has Urban format peaked?

INTERNATIONAL/50

Japanese media powerhouse MICO knocks on U.S. door

MEDIA/52

Top 20 group owners: Networks, HSN, Fox top the list



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THIS WEEK

19 / FIN-SYN ON HOLD

FCC Chairman Alfred Sikes postpones the vote that would have resulted in the adoption of a new set of fin-syn rules, sharply restricting the networks' ability to acquire interest and syndicate network programs and share in the $3 billion-a-year syndication marketplace. With the new hearing tentatively set for April 9, the networks have three more weeks to work out a compromise with Hollywood or get a majority vote at the FCC.

24 / MALONE TALKS

TCI President and Chief Executive Officer John Malone details what cable system technology and programing will look like in the next five years.

25 / CONGRESSIONAL FAST TRACK

Senate Commerce Committee leaders say they are eager to act on S. 12, a cable reregulation bill that will include a retransmission consent amendment giving broadcasters the option of granting or withholding permission to rebroadcast.

26 / PLEASED WITH PRESS

Two myths have flourished following the Persian Gulf war, according to Pete Williams, assistant secretary of defense for public affairs, and the Pentagon's chief spokesman. In fact, press coverage of the war was good and the Pentagon did not prevent journalists from doing their jobs, Williams told a National Press Club crowd.

27 / LIGHTS, CAMERA...LIVE-ACTION

The networks are placing their respective orders early for Saturday morning children's shows, with live action programs dominating the schedules. Additionally, the networks are relying more heavily on pre-sold ideas, including children's series based on theatrical films and characters, prime time TV characters and updated versions of classic cartoons.

28 / JUMPING TO SYNDICATION

The first-run production of *21 Jump Street* will end with the current season. But, with 107 episodes finished, the program will stay in syndication as a strip. In the meantime, Cannell Distribution is proceeding with a new, first-run hour action-adventure show for fall 1991 that will assume some of the weekly time periods left open by the departing *Jump Street*.

29 / ENTERING THE MORNING RACE

Independent morning shows designed to compete with network offerings are making gains in the ratings, but it could be a while before stations in other markets follow their lead. Some top independent stations cite economics as a reason for holding off on launching their own morning shows, while others still need to develop a news presence in their particular market.

30 / SPOILS OF WAR

All-news radio stations benefited from Americans' thirst for war news and information, according to the Birch winter 1991 survey, out this week. Virtually every news station that made the top 10 station list in each of the nine largest metro markets increased its average quarter hour audience, and 10 picked up at least a full share point. Some talk-oriented stations also benefited from the war, but others only held steady in the ratings and a few actually declined.

35 / CABLE FRIENDLY

In exchange for about 21% interest in the proposed joint venture, Home Shopping Network has agreed to provide $30 million in service and capital to the proposed launch of SkyPix's midpower home dish TV service next summer. HSN Chairman Roy Speer said the deal is contingent on SkyPix making its programing and video compression technology available to cable.

36 / DIGITAL DEVELOPMENT

CableLabs, General Instrument Corp., and Scientific-Atlanta have banded together to spur the development of digital compression and create a de facto standard for what a digital cable system ought to look like.

Top TV station holders in Fifth Estate (page 52)

37 / WINDY CITY NEWS

Three Chicago local news ventures are trying to line up the support they need from cable operators to get off the ground.

40 / AD TAXES, LIMITS LOOM AGAIN

In 1991, budget deficits and spending freezes could see state and federal legislators seek new taxes and/or restrictions on advertising services, said a series of government affairs speakers meeting at an American Advertising Federation conference in Washington last week. But if the search for new revenue on the Hill and in at least 20 state houses constitutes the most immediate threat, one U.S. congressman warned that new bills proposing alcoholic beverage ad restrictions portend similar limits on marketing any product branded unhealthy.

41 / SPECTRUM AUCTION

Legislation is being introduced that would reallocate government spectrum for private use. The bill is favored by the White House, which wants to see the new spectrum auctioned off, with revenue going to the U.S. Treasury. On the other side are House and Senate communications policymakers who oppose the concept of spectrum auctions.

44 / NTIA FUNDING

The National Telecommunications and Information Administration is seeking $18.7 million for fiscal year 1992. While making the request to the House Appropriations Subcommittee on Commerce, Janice Obuchowski, NTIA director, said that the agency's proposal to have future spectrum allocations decided by "competitive bidding could generate considerable revenues" for the U.S. Treasury.

'21 Jump Street' ends original production (page 28)

45 / ELECTRONIC DELIVERY TO THE RESCUE?

Donovan Data Systems Inc., with the backing of four rep firms and a number of advertising agencies, is preparing to roll out its electronic communications system designed to eliminate paper work and telephone tag between reps and agencies.

47 / REGIONAL ADS: DIVIDED IT STANDS

With national spot advertising growing by less than 1% in the fourth quarter 1990, broadcasters are going to have to turn elsewhere to find new money in the marketplace. One market that rep firms, the Television Bureau of Advertising and others are trying to tap into is regional television advertising. They may be helped by the fact that newspapers are losing their clout and direct/bulk mail has become even more costly.

50 / A CREATIVE JAPAN

A new Japanese media giant has stepped into the international arena. Interviewed by BROADCASTING, the principals of Media International Co. (MICO) describe the aims of the firm, which last week entered two U.S. co-venture deals, including one for TV programs with Viacom.

52 / TOP 20 TV GROUP OWNERS

Group acquisitions have put new players in this year's ranking of TV group owners by U.S. market penetration, with ABC, NBC and CBS still owning the top three slots. Fox waned, HSN gained, and a wisp separated 10 contenders.

54 / DIGITAL AUDIO CORNUCOPIA

The latest advancements in digital audio transmission, recording and storage will be on display at the 1991 National Association of Broadcasters convention, including a second-generation demonstration of the Eureka 147 DAB system.

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RADIO

WAR BOOSTS NEWS NUMBERS IN BIRCH SURVEY

Radio listeners tuning to war news greatly increased news stations' audience, some by more than 50%; early numbers suggest the Urban format may have peaked.

As expected, all-news stations—and, to a lesser extent, talk stations—were the beneficiaries of the Gulf war, according to the winter 1991 (December 1990-February 1991) numbers released last week by Birch Scarborough, Coral Springs, Fla. In nine of the top 10 markets (Houston numbers will be released this week) virtually all news-oriented stations that made the top 10 increased its audience share, with 10 picking up a full point or more. Some talk stations also benefited, while others held steady and a few actually declined in AQH (average quarter hours).

Posting the biggest gains of all news outlets was KYW(AM) Philadelphia, which jumped 2.8 from a 6.2 in the fall 1990 report to a 9.0 in the winter '91 survey. Other big movers were WMAQ(AM) Chicago, which jumped from 2.3 to 3.9; WINS(AM) New York, which moved from a 3.8 to 5.2; and four stations—KFWB(AM) Los Angeles, KCBS(AM) San Francisco, WWDB(AM) Philadelphia, WTOP(AM) Washington—all picked up 1.3. National Public Radio's affiliate, KQED-FM San Francisco, increased its audience by more than 50%, jumping from a 2.1 to 3.3.

Also notable in this Birch survey was the possible peak of urban radio's growth. In the winter '91 book, urban stations held the top position in only two markets—New York and Chicago—compared with five in fall 1990 (plus Houston). The format increased its numbers slightly in Chicago as WGCI-FM jumped from a 9.3 to a 9.9, and in Dallas-Forth Worth, where KKDA-FM and KJMZ(FM) both posted gains of 0.4. In other metro markets, however, urban stations remained flat or declined in audience, with WUSL(FM) Philadelphia dropping the most, from its high of 11.8 in the fall of 1990 to a 9.0 in the winter of 1991.

Among those urban stations that dropped half a point or more in this latest survey were KKBT(FM) Los Angeles, dipping from a 6.3 to 5.6; KSOL(FM) San Francisco, which declined from 4.1 to 3.6; WJLB(FM) Detroit, which dropped from 7.9 to 7.2, and WKYS(FM) Washington, which slipped from 6.9 to 6.4. In New York, WRKS(FM) remained the number one station by holding steady with a 7.3.

All numbers represent persons 12-plus, Monday-Sunday, 6 a.m. to midnight. —[illegible]

1. New York

Station	*Format*	*Fall '90*	*Winter '91*
WRKS(FM)	Urban	7.3	7.3
WINS(AM)	News	3.8	5.2
WQHT(FM)	CHR	5.3	5.0
WCBS-FM	Oldies	4.2	4.7
WBLS(FM)	Urban	4.9	4.6
WHTZ(FM)	CHR	4.4	4.4
WNEW-FM	AOR	5.0	4.2
WCBS(AM)	News	3.6	4.1
WLTW(FM)	Soft AC	4.4	4.0
WOR(AM)	Talk	3.7	3.7

2. Los Angeles

Station	*Format*	*Fall '90*	*Winter '91*
KIIS-AM-FM	CHR	6.2	5.9
KKBT(FM)	Urban	6.3	5.6
KLOS(FM)	AOR	4.8	5.5
KOST(FM)	Soft AC	5.3	5.3
KABC(AM)	Talk	5.1	5.1
KPWR(FM)	CHR	5.9	5.1
KROQ-FM	AOR	4.2	4.2
KFWB(AM)	News	2.6	3.9
KNX(AM)	News	2.7	3.5
KTWV(FM)	New Age	2.9	3.3

3. Chicago

Station	*Format*	*Fall '90*	*Winter '91*
WGCI-FM	Urban	9.3	9.9
WBBM-FM	CHR	9.1	8.6
WGN(AM)	MOR/Talk	8.0	8.2
WBBM(AM)	News	4.2	5.1
WCKG(FM)	Classic Rock	5.1	4.9
WVAZ(FM)	Black	4.5	4.8
WLUP-FM	AOR	4.4	4.7
WUSN(FM)	Country	4.3	4.7
WMAQ(AM)	News	2.3	3.9
WXRT(FM)	AOR	3.7	3.2

4. San Francisco-San Jose

Station	*Format*	*Fall '90*	*Winter '91*
KGO(AM)	News/Talk	8.0	9.0
KMEL(FM)	CHR	7.9	7.4
KCBS(AM)	News	3.7	5.0
KITS(FM)	New Rock	4.1	3.9
KSOL(FM)	Urban	4.1	3.6
KQED-FM	News	2.1	3.3
KIOI(FM)	AC	3.5	3.2
KFRC(AM)	Nostalgia	2.7	3.1
KSAN(FM)	Country	3.9	3.1
KBLX-FM	New AC	3.1	2.9
KSJO(FM)	AOR	2.1	2.9

5. Philadelphia

Station	*Format*	*Fall '90*	*Winter '91*
KYW(AM)	News	6.2	9.0
WUSL(FM)	Urban	11.8	9.0
WIOQ(FM)	CHR	7.4	7.8
WMMR(FM)	AOR	8.5	7.8
WEGX(FM)	CHR	4.8	6.1
WYSP(FM)	Classic Rock	5.9	6.0
WWDB(FM)	Talk	3.9	5.2
WPEN(AM)	Nostalgia	4.3	4.5
WDAS-FM	Urban	4.5	4.4
WEAZ-FM	AC	4.0	4.4

6. Detroit

Station	*Format*	*Fall '90*	*Winter '91*
WJR(AM)	MOR/News/Talk	7.6	7.9
WJLB(FM)	Urban	7.9	7.2
WHYT(FM)	CHR	6.9	6.5
WJZZ(FM)	Jazz	5.1	6.4
WDFX(FM)	CHR	5.2	5.9
WWJ(AM)	News	5.2	5.4
WWWW(FM)	Country	5.7	5.3
WRIF(FM)	AOR	5.1	4.3
WCSX(FM)	Classic Rock	3.9	3.8
WKQI(FM)	CHR	3.5	3.8
WNIC(FM)	AC	4.3	3.8
WXYT(AM)	Talk	3.6	3.8

7. Washington

Station	*Format*	*Fall '90*	*Winter '91*
WPGC-FM	CHR	10.8	11.8
WKYS(FM)	Urban	6.9	6.4
WMZQ-AM-FM	Country	5.9	5.2
WAVA(FM)	CHR	4.9	4.6
WWDC-FM	AOR	4.2	4.5
WMAL(AM)	AC	4.5	4.3
WTOP(AM)	News	2.9	4.2
WHUR(FM)	Urban	4.1	3.9
WCXR(FM)	Classic Rock	3.1	3.8
WGAY(FM)	Easy	5.0	3.8

8. Dallas-Fort Worth

Station	*Format*	*Fall '90*	*Winter '91*
KSCS(FM)	Country	10.9	10.9
KKDA-FM	Urban	6.9	7.3
KPLX(FM)	Country	6.1	6.9
KVIL-AM-FM	AC	7.0	6.2
KRLD(AM)	News	4.4	5.3
KTXQ(FM)	AOR	7.0	5.0
KJMZ(FM)	Urban	4.5	4.9
WBAP(AM)	Country	4.0	4.6
KEGL(FM)	CHR	4.4	4.4
KHYI(FM)	CHR	5.1	3.8

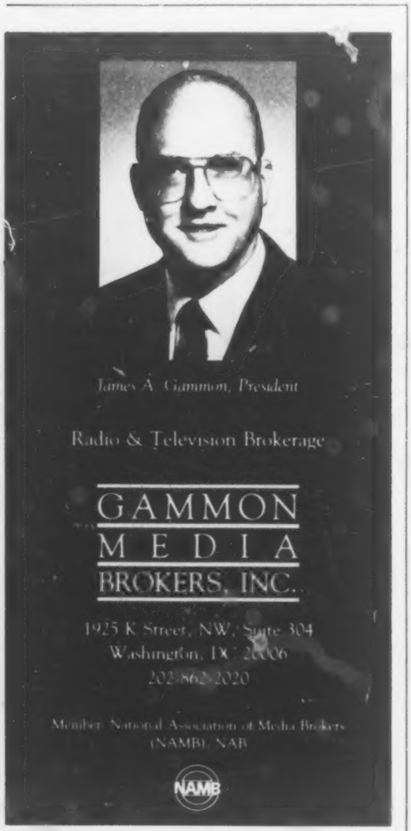
9. Boston

Station	*Format*	*Fall '90*	*Winter '91*
WZOU(FM)	CHR	9.2	7.9
WBCN(FM)	AOR	6.7	5.6
WBZ(AM)	AC	5.2	5.6
WXKS-FM	CHR	8.0	5.1
WRKO(AM)	Talk	6.3	5.0
WAAF(FM)	CHR	4.0	4.6
WODS(FM)	Oldies	4.3	3.8
WZLX(FM)	Classic Rock	5.1	3.7
WSSH-FM	Easy	3.5	3.5
WEEI(AM)	News	2.8	3.0
WMJX(FM)	AC	3.0	3.0

rect link-up is a good idea.'' Watkins is concerned, he added, at ''how far it is it goes.'' While he is not as worried about avail requests, he does have concern about ''DDS running the world.'' Currently, ABC National Television Sales has its own in-house system. CBS, too, is said to be reluctant about giving passive approval to one company.

Neither CBS nor ABC may have anything to worry about. Besides Jefferson-Pilot's EDEN system, Group W Television Sales is also working on its own interactive system.

Although, as one industry executive said, it is ''painfully clear'' that downsizing agencies can't continue to underwrite a large staff to handle paperwork, which service will become the system of choice remains to be seen. Those reps involved with one operation tend to put down other operations, and it may be quite a while until all parties involved decide on one system. The fact that four rep firms have reached an agreement on ADDS is considered by some to be a minor miracle. It remains to be seen whether there will be any more miracles down the road. **-JF**



James A. Gammon, President

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NAMB

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,377,000** □ **5**

FM's □ **$6,159,000** □ **7**

AM-FM's □ **$1,516,437** □ **6**

TV's □ **$1,400,000** □ **1**

Total □ **$10,452,437** □ **19**

Year to Date:

AM's □ **$11,487,639** □ **43**

FM's □ **$46,628,103** □ **54**

AM-FM's □ **$90,229,054** □ **46**

TV's □ **$87,874,000** □ **18**

Total □ **$236,218,787** □ **161**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WZNY(FM) **Augusta, Ga.** □ Sold by Arrow Communications to Benchmark Communications for $5 million. Station was purchased in 1986 for $4.5 million (''Changing Hands,'' Dec. 29, 1986). **Seller** is headed by Paul Rothfuss, and owns WRLX(AM)-WFFX(FM) Tuscaloosa, Ala.; KMJC-FM Clinton, Iowa; WHDL(AM)-WPIG(FM) Olean and WFRG-AM-FM Rome, both New York. **Buyer** is headed by Phillip Rainwater and Joe Mathias, and also owns WDOV(AM)-WDSD(FM) Dover, Del., as well as cable systems in Virginia and California. WZNY has adult contemporary format on 105.7 mhz with 66 kw and antenna 1,168 feet above average terrain. *Broker: H.B. La Rue Media Brokers.*

KYEL-TV **Yuma, Ariz.** □ Sold by Beacon Broadcasters Ltd. to KB Media Inc. for $1.4 million. Sale by Beacon Broadcasters to Southwest Triangle Television Co. for $900,000 (''Changing Hands,'' March 4) did not close. Station was purchased in 1983, with WCFT-TV Tuscaloosa, Ala., WDAM-TV Laurel/Hattiesburg, Miss. for $25 million (''Changing Hands,'' Aug. 15, 1983). **Seller** is headed by Robert C. Gilbertson and Duncan Fraser, and is subsidiary of Beacon Communications Corp. Beacon Broadcasters is licensee of WCFT-TV Tuscaloosa, Ala., which is being sold to Federal Broadcasting Co. for $7.5 million (''Changing Hands,'' Jan. 28). **Buyer** is headed by Jonn Radeck, William H. Sanders and Kenneth Bazzle, and has interests in KTVH(TV) Helena, Mont. KYEL(TV) is NBC affiliate on ch. 13 with 316 kw visual, 31.6 kw aural and antenna 1,700 feet above average terrain. *Broker for seller: The Bob Connelly Co.*

WSYN(FM) **Georgetown, S.C.** □ Sold by Beach Broadcasting of SC Inc. to Sunny Broadcasters Inc. for $1.1 million cash at closing. **Seller** is headed by Barry Brown, receiver, and has no other broadcast interests. **Buyer** is headed by Richard T. Laughridge (33.3%), Charles S. Morris (33.3%) and J. Lewis Cromer (33.3%). Laughridge is general manager of WLTX(TV) Columbia, S.C., owned by Lewis Broadcasting Corp. of Savannah, Ga. Laughridge is vice president of, but has no ownership interest in, Lewis Broadcasting. WYSN has CHR format on 106.5 mhz with 50 kw and antenna 530 feet above average terrain.

KWLM(AM)-KQIC(FM) **Willmar, Minn.** □ Sold by Business Music Inc. to Steven W. Linder for $691,937. Price includes $107,937 cash at closing and $584,000 15-year promissory note at 10%. **Seller** is headed by H. Willard Linder, and has no other broadcast interests. **Buyers** are Steven W. Linder (90.5%) and Paul R. Linder, brothers, and Paul R. Linder Trust (9.5%). Steven Linder is 20% owner of Lakeland Broadcasting Co., stations' licensee. KWLM is fulltimer with full service format on 1340 khz and 1 kw. KQIC has adult contemporary format on 102.5 mhz with 100 kw and antenna 830 feet above average terrain.

KCSY(AM)-KUHK(FM) **Soldotna, Alaska** □ Sold by Eagle Rock Broadcasting Inc. to King Broadcasters for $283,000, assumption of liabilities. **Seller** is headed by Paul Barr, and has no other broadcast interests. **Buyer** is headed by Sally Blakeley, and has no other broadcast interests. KCSY is fulltimer with adult contemporary format on 1140 khz with [illegible] kw. KUHK is CP on 96.5 mhz with 10 kw and antenna 79 feet above average terrain.

KARV(AM) **Russellville, Ark.** □ Michael Horne, trustee, to KARV Inc. for $250,000. Price includes $200,000 cash at closing and $50,000 three-year noninterest bearing note. **Seller** has no other broadcast interests. **Buyer** is headed by Imogene S. Horne, mother of seller, and has no other broadcast interests. KARV has adult contemporary and oldies format on 610 khz with 1 kw day and 500 w night.

For other proposed and approved sales see ''For the Record,'' page 61.

MEDIA

NETWORKS, HSN TOP TV GROUP OWNERS LIST

The three networks remain the top commercial TV station holders in the Fifth Estate, according to BROADCASTING's exclusive compilation of the top 20 television group owners, ranked by the percentage of television homes they reach.

Although the cast of characters remains primarily the same as when BROADCASTING last ranked the top 20 (May 22, 1989), there were a few additions and some rank shuffling. This year, the Home Shopping Network (HSN Communications Inc.) captured the number four spot from Fox after Fox's sale of WFXT(TV) Boston (Fox also purchased KSTU(TV) Salt Lake City), leaving Fox at number five, HSN's old rank. NBC hung onto number two, even though it sold controlling interest in WKYC-TV Cleveland to Multimedia, narrowing NBC's penetration edge over CBS to just three hundredth's of a percent. Capcities remained at number one with 24.335% coverage, just under the FCC's 25% cap on total TV households.

The next 16 on the list were all here last time, with the exception of Pinelands Inc., Paramount and Providence Journal. Pinelands comprises the former shareholders of MCA, to whom MCA spun off WWOR-TV to clear the way for MCA's takeover by Matsushita. (FCC rules limit foreign ownership of broadcast stations.) It comes in at number 15, down one from MCA's old ranking.

Paramount, which bought 79% of the TVX Broadcast Group in 1989 and the balance three weeks ago, enters the chart at number 19. TVX had held the number 18 slot, but had slipped, due to its sale of stations in New Orleans and Norfolk, Va. Disney takes over 18.

With the purchase of King Broadcasting last week, Providence Journal rounds out the list, edging out Post-Newsweek by one hundredth of a percent for a place in the top 20.

In the wings are (stations/market penetration) Post-Newsweek (4/4.78%), Great American (4/4.76), H&C Communications (6/4.74%), LIN Broadcasting (7/4.605%), Gaylord (4/4.515%), Multimedia (5/4.19%), Times Mirror (4/4.04%), Meredith (7/3.865%), Pulitzer (7/3.785%) and Hubbard (5/3.65%). For half of these companies, the purchase of a UHF station in the top 50 markets could move them into the top 20.

The following groups are ranked according to their penetration of the U.S. The number in parentheses to the right of the group name is the 1989 rank. Individual stations are listed by calls, ADI city, channel and ADI rank/percentage penetration, according to Arbitron's Jan. 1, 1991, market and ADI household figures.

UHF stations are computed with a 50% reduction in coverage, according to FCC rules. **-JG**

1. CAPITAL CITIES/ABC (1)

(8 stations/24.335%)

KFSN-TV Fresno, Calif. □ Ch.30 □ 59/.235%
KABC-TV Los Angeles □ Ch.7 □ 2/5.52%
KGO-TV San Francisco □ Ch.7 □ 5/2.39%
WLS-TV Chicago □ Ch.7 □ 3/3.38%
WABC-TV New York □ Ch.7 □ 1/7.62%
WTVD(TV) Durham, N.C. □ Ch.11 □ 34/.74%
WPVI-TV Philadelphia □ Ch.6 □ 4/2.95%
KTRK-TV Houston □ Ch.13 □ 10/1.6%

Capital Cities/ABC Inc. New York. NYSE. Officers: Thomas S. Murphy, chairman; Daniel B. Burke, president/CEO. Radio holdings: 11 AM and 10 FM. KABC(AM)-KLOS(FM) Los Angeles and KGO(AM) San Francisco; KRXY-AM-FM Lakewood, Colo. (Denver); WMAL(AM)-WRQX(FM) Washington; WKHX-AM-FM Atlanta; WLS(AM)-WYTZ(FM) Chicago; WJR(AM)-WHYT(FM) Detroit; KQRS-AM-FM Golden Valley, Minn.; WABC(AM)-WPLJ(FM) New York; WPRO-AM-FM Providence, R.I.; WBAP(AM)-KSCS(FM) Fort Worth. Other media: publishes 8 daily and 28 weekly newspapers, and over 30 trade publications. Fairchild Publications, which publishes 21 trade papers and 9 trade magazines.

2. NBC (2)

(6 stations/20.83%)

WNBC-TV New York □ Ch.4 □ 1/7.62%
WMAQ-TV Chicago □ Ch.5 □ 3/3.38%
KCNC-TV Denver □ Ch.4 □ 19/1.13%
KNBC-TV Los Angeles □ Ch.4 □ 2/5.52%
WTVJ(TV) Miami □ Ch.4 □ 15/1.43%
WRC-TV Washington □ Ch.4 □ 9/1.85%

National Broadcasting Company, New York, a subsidiary of General Electric. NYSE. Officers: John F. Welch, chairman; Robert C. Wright, president/CEO.

3. CBS (3)

(5 stations/20.8%)

KCBS-TV Los Angeles □ Ch.2 □ 2/5.52%
WCIX(TV) Miami □ Ch.6 □ 15/1.43%
WBBM-TV Chicago □ Ch.2 □ 3/3.38%
WCBS-TV New York □ Ch.2 □ 1/7.62%
WCAU-TV Philadelphia □ Ch.10 □ 4/2.95%

CBS Broadcast Group, a division of CBS Inc., New York. NYSE. Officer: Laurence Tisch, chairman, president/CEO. Radio Holdings: 7 AM, 12 FM. KNX(AM)-KODJ(FM) Los Angeles and KCBS(AM)-KRQR(FM) San Francisco; WYNF(FM) Tampa, Fla.; WBBM-AM-FM Chicago; WLTT(FM) Bethesda, Md.; WODS(FM) Boston; WWJ(AM)-WJOI(FM) Detroit; KMOX(AM)-KLOU(FM) St. Louis; WCBS-AM-FM New York; WOGL-AM-FM Philadelphia; KTXQ(FM) Fort Worth and KLTR(FM) Houston.

4. HSN COMMUNICATIONS (5)

(12 stations/19.115%)

KHSC(TV) Ontario (Los Angeles), Calif. □ Ch.46 □ 2/2.71%
WYHS(TV) Hollywood, Fla. □ Ch.69 □ 15/.715%
WBHS(TV) Tampa, Fla. □ Ch.50 □ 13/.73%
WEHS(TV) Aurora (Chicago), Ill. □ Ch.60 □ 3/1.69%
WHSW(TV) Baltimore □ Ch.24 □ 22/.51%
WHSH(TV) Marlborough (Boston), Mass. □ Ch.66 □ 6/1.14%
WHSE(TV) Newark, N.J. □ Ch.68 □ 1/3.81%
WHSP(TV) Vineland (Philadelphia), N.J. □ Ch.65 □ 4/1.475%
WHSI(TV) Smithtown (New York), N.Y. □ Ch.67 □ 1/3.81%
WQHS(TV) Cleveland □ Ch.61 □ 11/.78%
KHSH(TV) Alvin (Houston), Tex. □ Ch.67 □ 10/.8%
KHSX(TV) Irving (Dallas), Tex. □ Ch.49 □ 7/.945%

HSN Communications Inc., Newark, N.J., is wholly owned by the Home Shopping Network Inc. NYSE. Officer: Roy M. Speer, chairman and CEO.

5. FOX (4)

(7 stations/18.965%)

KTTV(TV) Los Angeles □ Ch.11 □ 2/5.42%
WTTG(TV) Washington □ Ch.5 □ 9/1.85%
WFLD(TV) Chicago □ Ch.32 □ 3/1.69%
WNYW(TV) New York □ Ch.5 □ 1/7.62%
KDAF(TV) Dallas □ Ch.33 □ 7/.945%
KRIV(TV) Houston □ Ch.26 □ 10/.8%
KSTU(TV) Salt Lake City □ Ch.13 □ 41/.64

Fox Television Stations Inc., Los Angeles. Officers: Barry Diller, chairman; Greg Nathanson, president.

6. TRIBUNE BROADCASTING (6)

(6 stations/18.66%)

KTLA(TV) Los Angeles □ Ch.5 □ 2/5.42%
KWGN-TV Denver □ Ch.2 □ 19/1.13%
WGNX(TV) Atlanta □ Ch.46 12/.765%
WGN-TV Chicago □ Ch.9 □ 3/3.38%

WGNO(TV) New Orleans □ Ch.26 □ 36/.345%
WPIX(TV) New York □ Ch.11 □ 1/7.62%

Tribune Broadcasting Co., Chicago. NYSE. Officer: James Dowdle, president/CEO. Radio holdings: 2 AM and 2 FM. KYMX(AM)-KCTC(FM) Sacramento, Calif.; WGN(AM) Chicago, and WQCD(FM) New York. Tribune Broadcasting owns the *Chicago Tribune*, and has interlocking ownership with 6 daily newspapers.

7. CHRIS CRAFT INDUSTRIES (9)

(7 stations/10.78%)

KUTP(TV) Phoenix □ Ch.45 □ 20/.555%
KCOP(TV) Los Angeles □ Ch.13 □ 2/5.42%
KBHK-TV San Francisco □ Ch.44 □ 5/1.195%
KMSP-TV Minneapolis □ Ch.9 □ 14/1.46%
KPTV(TV) Portland, Ore. □ Ch.12 □ 27/.88%
KMOL-TV San Antonio, Tex. □ Ch.4 □ 42/.63%
KTVX(TV) Salt Lake City □ Ch.4 □ 41/.64%

Chris Craft Industries Inc., New York. NYSE. Herbert J. Siegel, chairman and president.

8. UNIVISION STATION GROUP (8)

(9 stations/10.755%)

KFTV(TV) Hanford (Fresno), Calif. □ Ch.21 □ 59/.235%
KMEX-TV Los Angeles □ Ch.34 □ 2/2.71%
KDTV(TV) San Francisco □ Ch.14 □ 5/1.195
WLTV(TV) Miami □ Ch.23 □ 15/.715%
WXTV(TV) Paterson (Secaucus), N.J. □ Ch.41 □ 1/3.81%
KLUZ-TV Albuquerque, N.M. □ Ch.41 □ 52/.275%
KUVN(TV) Garland (Dallas), Tex. □ Ch.23 □ 7/.945%
KWEX-TV San Antonio, Tex. □ Ch.41 □ 42/.315%
KTVW-TV Phoenix □ Ch.33 □ 20/.555%

Univision Station Group, New York, is part of Univision Holdings Inc. Officers: William J. Grimes, president and CEO, Univision Holdings; Joaquin Blaya, president, station group.

9. GILLETT HOLDINGS (7)

(11 stations/10.49%)

KSBW(TV) Salinas, Calif. □ Ch.8 □ 110/.23%
KSBY-TV San Luis Obispo, Calif. □ Ch.6 □ 112/.22%
WTVT(TV) Tampa, Fla. □ Ch.13 □ 13/1.46%
WMAR-TV Baltimore □ Ch.2 □ 22/1.02%
WOKR(TV) Rochester, N.Y. □ Ch.13 □ 146/.15%
KNSD(TV) San Diego □ Ch.39 □ 25/.49%
WAGA-TV Atlanta □ Ch.5 □ 12/1.53%
WSBK-TV Boston □ Ch.38 □ 6/1.14%
WJBK-TV Detroit □ Ch.2 □ 8/1.86
WJW-TV Cleveland □ Ch.8 □ 11/1.56%
WITI-TV Milwaukee □ Ch.6 □ 28/.83%

Gillett Holdings Inc., Denver. Officer: George N. Gillett Jr., chairman. Radio holdings: 1 AM, 1 FM: KBIZ(AM)-KTWA(FM) Ottumwa, Iowa.

10. GANNETT BROADCASTING (10)

(10 stations/10.135%)

KPNX-TV Mesa (Phoenix), Ariz. □ Ch.12 □ 20/1.11%
KUSA-TV Denver □ Ch.9 □ 19/1.13%
WUSA(TV) Washington □ Ch.9 □ 9/1.85%
WTLV(TV) Jacksonville, Fla. □ Ch.12 □ 55/.51%
WXIA-TV Atlanta □ Ch.11 □ 12/1.53%
WLVI-TV Cambridge (Boston), Mass. □ Ch.56 □ 6/1.14%
KARE(TV) Minneapolis □ Ch.11 □ 14/1.46%
WFMY-TV Greensboro, N.C. □ Ch.2 □ 48/.56%
KOCO-TV Oklahoma City □ Ch.5 □ 40/.65%
KVUE-TV Austin □ Ch.24 □ 72/.195%

Gannett Broadcasting, division of Gannett Co. Inc., Washington. NYSE. Officers: John J. Curley, chairman and CEO. Radio holdings: 7 AM and 8 FM. KIIS-AM-FM Los Angeles and KSDO-AM-FM San Diego; WDAE(AM)-WUSA-FM Tampa, Fla.; WGCI-AM-FM Chicago; KCMO-AM-FM Kansas City and KUSA(AM)-KSD-FM St. Louis, both Missouri, and KOAI(FM) Denton, KKBQ(AM) Houston and KKBQ(FM) Pasadena, all Texas. Gannett also publishes 85 daily newspapers and 1 national daily, *USA Today*.

11. GROUP W (11)

(5 stations/9.89%)

WJZ-TV Baltimore □ Ch.13 □ 22/1.02%
WBZ-TV Boston □ Ch.4 □ 6/2.28%
KYW-TV Philadelphia □ Ch.3 □ 4/2.95%
KDKA-TV Pittsburgh □ Ch.2 □ 17/1.25%
KPIX(TV) San Francisco □ Ch.5 5/2.39%

Westinghouse Broadcasting Co. (Group W), wholly owned subsidiary of Westinghouse Electric Co., New York. NYSE. Officers: Burton B. Staniar, chairman and CEO; William Korn, president, Group W Television. Radio holdings: 10 AM and 10 FM. WCPT(AM) Alexandria, Va.; WBZ(AM) Boston; WMAQ(AM) Chicago; KRSR(FM) Dallas; WLLZ(FM) Detroit; KILT-AM-FM Houston; KFWB(AM)-KTWV(FM) Los Angeles; WINS (AM) and WNEW-FM New York; KYW(AM) and WMMR(FM) Philadelphia; KMEO-AM-FM Phoneix*; KDKA(AM) Pittsburgh; KFBK(AM)-KGBY(FM) Sacramento, Calif; KQXT(FM) San Antonio, Tex., and WCXR-FM Woodbridge, Va.

* Sold pending FCC approval.

12. TELEMUNDO GROUP (12)

(6 stations/9.545%)

KVEA(TV) Corona (Los Angeles), Calif. □ Ch.52 □ 2/2.71%
KSTS(TV) San Jose, Calif. □ Ch.48 □ 5/1.195%
WSCV(TV) Fort Lauderdale, Fla. □ Ch.51 □ 15/.715%
WNJU(TV) Linden (Newark), N.J. □ Ch.47 □ 1/3.81%
KTMD(TV) Galveston (Houston), Tex. □ Ch.48 □ 10/.8%
KVDA(TV) San Antonio, Tex. □ Ch.60 □ 42/.315%

Telemundo Group Inc., New York. Officers: Saul P. Steinberg, chairman, Donald G. Raider, executive VP and COO.

13. COX ENTERPRISES (13)

(7 stations/8.43%)

WSB-TV Atlanta □ Ch.2 □ 12/1.53%
WSOC-TV Charlotte, N.C. □ Ch.9 □ 31/.8%
WHIO-TV Dayton, Ohio □ Ch.7 □ 51/.55%
WKBD(TV) Detroit □ Ch.50 □ 8/.93%
KTVU(TV) Oakland, Calif. □ Ch.2 □ 5/2.39%
WFTV(TV) Orlando, Fla. □ Ch.9 □ 24/.98%
WPXI(TV) Pittsburgh □ Ch.11 □ 17/1.25%

Cox Enterprises Inc., Atlanta. Officers: James C. Kennedy, chairman and CEO; Nicholas D. Trigony, president, broadcasting division. Radio holdings: 6 AM and 8 FM. WSB-AM-FM Atlanta; WSOC-AM-FM Charlotte, N.C.; WHIO(AM)-WHKO(FM) Dayton, Ohio; WCKG(FM) Elmwood Park (Chicago), Ill.; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WFLC(FM) Miami and WSUN(AM)-WWRM(FM) St. Petersburg, both Florida, and KLRX(FM) Dallas. Cable: 23 systems, 1.616 million subscribers. Newspapers: 17 dailies.

14. SCRIPPS HOWARD (15)

(9 stations/7.665%)

KNXV-TV Phoenix □ Ch.15 □ 20/.555%
WFTS(TV) Tampa, Fla. □ Ch.28 □ 13/.73%
WPTV(TV) West Palm Beach, Fla. □ Ch.5 □ 46/.57%
WXYZ-TV Detroit □ Ch.7 □ 8/1.86%
KSHB-TV Kansas City, Mo. □ Ch.41 □ 29/.41%
WCPO-TV Cincinnati □ Ch.9 □ 30/.81%
WEWS(TV) Cleveland □ Ch.5 □ 11/1.56%
KJRH(TV) Tulsa, OK □ Ch.2 □ 56/.51%
WMC-TV Memphis □ Ch.5 □ 38/.66%

Scripps Howard Broadcasting Co., owned by E.W. Scripps Co., Cincinnati. NYSE. Officers: Jack R. Howard, chairman; Richard J. Janssen, president and CEO. Radio holdings: WBSB(FM) Baltimore; KUPL-AM-FM Porland, Ore., and WMC-AM-FM Memphis, Tenn. Cable: 8 systems, 613,228 subscribers. E.W. Scripps also publishes 19 daily newspapers and 6 weekly or twice weekly newspapers.

15. PINELANDS (‡)

(1 station/7.62%)

WWOR-TV New York □ Ch.9 □ 1/7.62%

Pinelands Inc., Secaucus, N.J. NYSE. Lawrence P. Fraiberg, chairman; Michael B. Alexander, president.

16. HEARST BROADCASTING (16)

(6 stations/6.75%)

WBAL-TV Baltimore □ Ch.11 □ 22/1.02%
WCVB-TV Boston □ Ch.5 □ 6/2.28%
WDTN(TV) Dayton, Ohio □ Ch.2 □ 51/.55%
KMBC-TV Kansas City, Mo. □ Ch.9 □ 29/.82%
WISN-TV Milwaukee □ Ch.12 □ 28/.83%
WTAE-TV Pittsburgh □ Ch.4 □ 17/1.25%

Hearst Broadcasting Group, division of Hearst Corp., New York. Officers: John G. Conomikes, VP, general manager of broadcasting. Radio holdings: 3 AM and 3 FM. WBAL(AM)-WIYY(FM) Baltimore; WISN(AM)-WLTQ(FM) Milwaukee, and WTAE(AM)-WHTX(FM) Pittsburgh. Hearst Corp. also publishes 16 daily newspapers, 13 magazines and 18 trade publications.

17. A.H. BELO (17)

(5 stations/5.72%)

KXTV(TV) Sacramento, Calif. □ Ch.10 □ 21/1.1%
KOTV(TV) Tulsa, Okla. □ Ch.6 □ 56/.51%
WFAA-TV Dallas □ Ch.8 □ 7/1.89%
KHOU-TV Houston □ Ch.11 □ 10/1.6%
WVEC-TV Hampton, Va. □ Ch.13 □ 43/.618%

A.H. Belo Corp., Dallas. NYSE. Officers: Robert W. Decherd, chairman; James P. Sheehan, president/CEO. A.H. Belo publishes 8 daily newspapers.

18. DISNEY (19)

(1 station/5.42%)

KHJ-TV Los Angeles □ Ch.9 □ 2/5.42%

Walt Disney Co., Los Angeles. NYSE. Officers: Michael Eisner, chairman; Frank Wells, president/CEO.

19. PARAMOUNT (‡)

(6 stations/4.83%)

WDCA-TV Washington □ Ch.20 □ 9/.925%
WLFL-TV Raleigh, N.C. □ Ch.22 □ 34/.37%
WTXF-TV Philadelphia □ Ch.29 □ 4/1.475%
KTXA(TV) Fort Worth □ Ch.21 □ 7/.945%
KTXH(TV) Houston □ Ch.20 □ 10/.8%
KRRT(TV) Kerrville (San Antonio), Tex. □ Ch.35 □ 42/.315%

Paramount Communications Inc., New York. NYSE. Officer: Martin S. Davis, chairman and CEO.

20. PROVIDENCE JOURNAL (‡)

(Includes stations purchased from King Broadcasting Co., subject to FCC approval)

(9 stations/4.781%)

KING-TV Seattle □ Ch.5 □ 16/1.41%
KGW-TV Portland, Ore. □ Ch.8 □ 27/.88%
KREM-TV Spokane, Wash. □ Ch.2 □ 78/.35%
KTVB(TV) Boise, Idaho □ Ch.7 □ 136/.17%
KHNL(TV) Honolulu □ Ch.13 □ 70/.386% *
KMSB(TV) Nogales (Tucson), Ariz. □ Ch.11 □ 80/.34%
WHAS-TV Louisville, Ky. □ Ch.11 □ 47/.57%
KGSW-TV Albuquerque, N.M. □ Ch.14 □ 52/.275%
WCNC-TV Charlotte, N.C. □ Ch.36 □ 31/.4%

Providence Journal Broadcasting Corp., owned by Providene Journal Co., Providence, R.I. Officers: Jack C. Clifford, VP broadcasting and cable TV. Radio holdings: 3 AM and 3 FM. KSFO(AM)-KYO(FM) San Francisco; KGW(AM)-KINK(FM) Portland, Ore.; KING-AM-FM Seattle. Cable: 16 systems with 500,000 subscribers. Newspapers: Providence Journal-Bulletin.

‡ New to chart

* According to Nielsen, January 1991.

morning, said Ed Trimble, general manager.

Fox affiliate WKBD(TV) Detroit, the only independent in the market actively involved in news, does not have any immediate plans to enter the morning show arena, said Duane Kell, vice president and general manager. The station's current block of animated morning fare continues to be profitable for the station, he said, adding that WKBD's news efforts are focused on developing its 10 p.m. newscast, which in January was expanded from Monday-Friday to seven nights a week. ■

RATINGS ROUNDUP

Week 25

NTI Network Prime Time Report for week of March 4 - March 10

1st column tells rank. 2nd column tells position compared to last week. ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	▲	20.6/32	N	Cheers
2	▲	19.2/29	A	Roseanne
2	▼	19.2/32	C	60 Minutes
4	▲	18.6/28	A	Amer. Funniest Videos
5		17.9/27	N	A Different World
5	▲	17.9/27	A	Amer. Funniest People
7	▲	17.6/26	C	Murder, She Wrote
8	▼	17.3/27	C	Movie: Test Of Love
9		17.1/30	A	Full House
10		17.0/29	A	Baby Talk Special
11	▼	16.7/26	N	The Cosby Show
12	▲	16.6/25	C	Designing Women
12	▼	16.6/25	C	Murphy Brown
14	▲	16.5/29	N	Golden Girls
15	▼	16.1/27	A	Fmaily Matters
16		15.9/25	A	Davis Rules Special
16	▲	15.9/28	N	Empty Nest
18		15.7/25	N	Wings
19	▼	15.3/24	C	Major Dad
20	▲	15.2/24	N	Movie: Hell Hath No Fury
21	▼	14.7/23	C	Rescue: 911
22	▲	14.5/23	A	Movie: Married/The Mob
22	▼	14.5/22	N	Matlock
22	▼	14.5/23	N	Unsolved Mysteries
25	▲	14.3/22	A	Davis Rules
26	▼	14.2/22	C	Evening Shade
27		14.0/22	A	Who's The Boss?
28	▲	13.8/22	A	Growing Pains
28	▼	13.8/23	A	Wonder Years
30	▲	13.7/21	F	The Simpsons
31	▲	13.6/24	C	Knots Landing
32		13.4/22	N	Heat Of The Night
33	▼	13.2/24	A	20/20
34	▼	12.5/21-	A	Going Places
34	▲	12.5/21	N	Night Court
36	▲	12.0/19	N	Three Men And A Baby
37		11.8/22	N	Quantum Leap
38	▼	11.6/18	N	Fresh Prince Of Bel Air
39	▼	11.5/19	C	Movie: Red Heat
40		11.2/18	A	Movie: Earth Angel
40	▼	11.2/21	N	Carol & Company
42		10.6/17	A	Doogie Howser, M.D.
43	▲	10.5/19	N	Down Home
44	▲	10.3/19	A	Movie: Beverly Hills Cop
44		10.3/16	A	Macgyver
46	▲	10.2/16	N	Blossom
46	▼	10.2/18	C	Jake And The Fatman
48	▲	10.1/19	N	Amen
48	▲	10.1/15	A	Father Dowling
48		10.1/18	N	L.A. Law
51		10.0/16	C	Pres. Bush Analysis
52	▲	9.6/16	C	Dallas
53	▼	9.5/17	A	Primetime Live
54	▲	9.3/15	A	Gabriel's Fire
54	▼	9.3/16	A	thirtysomething
56	▼	9.2/14	F	In Living Color
57	▼	9.1/16	N	Hunter
57	▼	9.1/14	F	Married...With Children
59	▲	8.7/16	A	Young Riders
60	▲	8.6/14	A	Life Goes On
61	▼	8.5/14	C	48 Hours
61		8.5/15	N	Unsolved Mysteries Spec.
61		8.5/14	C	WIOU Special
64	▼	8.4/13	C	Top Cops
65	▼	8.3/12	N	Real Life/J. Pauley
66		8.2/13	F	Yearbook Preview
67	▲	7.9/14	C	Guns Of Paradise
68		7.6/14	C	I Love Lucy: 1st Show
69	▲	7.5/14	N	Dark Shadows
70	▲	7.4/14	A	Equal Justice
71	▼	7.3/11	F	Get A Life
72		7.0/11	N	Exposé
73	▼	6.8/11	C	Flash
74	▲	6.7/10	F	Beverly Hills, 90210
74	▼	6.7/11	N	Super Bloopers & Jokes
76	▼	6.6/12	C	Movie: La Bamba
77	▲	6.3/10	F	Parker Lewis
78	▲	6.0/11	F	Cops 2
79	▼	5.5/8	F	Movie: Earth Girls/Easy
80	▲	5.4/9	F	Cops
81	▼	5.2/9	F	True Colors
82	▲	4.9/9	F	Totally Hidden Video
83	▲	4.7/8	F	America's Most Wanted
84	▲	4.5/8	C	Uncle Buck
84	■	4.5/8	F	Yearbook
86	▲	4.3/8	C	Lenny
87		4.2/6	F	Good Grief
88	▲	3.2/5	F	Comic Strip Live
89	▲	2.6/4	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended March 3

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.1	201	89
2	Star Trek: Next Generation (Paramount)	11.4	228	97
3	Jeopardy! (King World)	11.1	212	91
4	Oprah Winfrey (King World)	9.9	223	99
5	Wheel of Fortune, wknd. (King World)	8.9	183	85
6	Cosby Show (Viacom)	8.6	208	98
7	Entertainment Tonight (Paramount)	8.4	179	94
8	TV Net Movie (MCA)	7.9	149	92
9	Current Affair (20th Century Fox TV)	7.2	179	91
10	Columbia Night At Movies (Columbia)	6.5	163	92
11	Donahue (Multimedia)	6.4	230	98
12	Pegasus II (Columbia)	6.2	104	82
13	Inside Edition (King World)	5.6	125	77
14	21 Jump Street, syn. (Cannell)	5.4	121	88
15	Star Search (TPE)	5.0	172	95

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Trinity Broadcasting Network, licensee of KTBN-TV Santa Ana, CA, WLXI(TV) Greensboro, NC; WDLI(TV) Canton, OH, and KGHO-AM-FM Hoquiam, WA, and is also ultimate licensee of KPAZ-TV Phoenix, AZ; KTBO-TV Oklahoma City, OK; KTBW-TV Tacoma, WA; WHFT(TV) Miami; WKOI(TV) Richmond and WCLJ(TV) Bloomington, both Indiana; WTBY-TV Poughkeepsie, NY, and KDTX-TV Dallas. Paul Crouch and Duff have interests in Community Educational Television Inc., licensee of KLUJ(TV) Harlington, KITU(TV) Beaumont and KETH(TV) Houston, all Texas; permittee of KWCM-FM Barstow, TX, and Jacksonville Educators Broadcasting Inc., licensee of WTCE(TV) Fort Pierce, FL, and permittee of WJEB-TV Jacksonville, FL. Buyer is headed by Albert O. Cooper, Tommie J. Cooper, Henry C. Wunsch, and is licensee of KRPV(TV) Roswell, NM, and translators K45BX Buck Mountain, K46CL Maljamar, K63CK Carlsbad, K66DO Floyd and K18DK (CP) Hobbs, all New Mexico. Action Feb. 27.

■ **KTFS-AM-FM Texarkana, TX and Ashdown, AR** (AM: BAL910117EA; 1400 khz; 1 kw; FM: BALH910117EB; 103.9 mhz; 3 kw; ant. 210 ft.)—Granted assignment of license from KTFS Radio Inc. and KMLA Radio to Beat of His Heart Broadcasting Inc. for $225,000. Station is currently off the air and expects to be broadcasting after ownership transfer. Seller is headed by John David Crow (80%), David C. Crow (20%) and Andrew L. Hartze. John Crow and David Crow have interests in KMLA Radio Co. Buyer is headed by George Lavender (90%) and Jay T. Calhoun (10%), and has no other broadcast interests. Action Feb. 28.

■ **WAMM(AM) Woodstock, VA** (BAL910123EA; 1230 khz; 1 kw-U)—Granted assignment of license from Wamm of Shenandoah County to Dean O'Connell Inc. for $80,000. Seller is headed by William B. Holtzman and Franklin K. Funkhouser, and has no other broadcast interests. Buyer is headed by Robert L. Dean, (80%) and Kenneth W. Dean (20%). Robert Dean is president and 50.1% stockholder of WRDJ Inc., licensee of WRDJ-FM Bridgewater, VA, and president and 51% stockholder of WHBG Inc., licensee of WHBG(AM) Harrisonburg, VA. Kenneth Dean is 49.9% and 29.5% stockholder, respectively, of WRDJ and WHBG. Action Mar. 5.

NEW STATIONS

Actions

■ **Syracuse, IN** (BPH900417MR)—Granted app. of William Andrew Dixon for 103.5 mhz; 3 kw; ant. 328 ft. Address: Rural Rte. 3, Box 211, Syracuse, IN 46567. Principal has no other broadcast interests. Action Feb. 22.

■ **Orange, MA** (BPH880815MW)—Granted app. of Deane Brothers Broadcasting Corp. for 97.3 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 973, Orange, MA 01364. Principal is has no other broadcast interests. Action Feb. 21.

■ **Tupelo, MS** (BPED881004MU)—Granted app. of American Family Association for 88.3 mhz; 50 kw; ant. 492 ft. Address: 107 Parkgate, Tupelo, MS 38803. Principal has no other broadcast interests. Action Feb. 20.

■ **Great Falls, MT** (BPH890313MO)—Granted app. of Robert M. Mason for 107.3 mhz; 100 kw; ant. 1,004 ft. Address: 1943 Greenview, Northbrook, IL 60062. Principal has no other broadcast interests. Action Mar. 1.

■ **Winchester, NH** (BPH880126MY)—Granted app. of Radio Keene Inc. for 98.7 mhz; 3 kw; ant. 328 ft. Address: 13 Lamson Street, Keene NH 03431. Principal is headed by Harold H. Segal, Talbot Hood, Miriam Segal, Eleanor Hood and Peter Segal, and is licensee of WKBK(AM) Keene, NH. Action Feb. 25.

■ **Oak Harbor, OH** (BPH880816NJ)—Granted app. of Oak Harbor Community Broadcasting Inc. for 97.3 mhz; 3 kw; ant. 328 ft. Address: 1552 Dickinson, Fremont, OH 43420. Principal is headed by Barbara Graham, and has no other broadcast interests. Action Feb. 21.

■ **Covington, PA** (BPH891012MU)—Granted app. of Kennedy Broadcasting Inc. for 101.5 mhz; 1.95 kw; ant. 564 ft. Address: Rd1- Box 460, Cogan Station, PA 17728. Principal is headed by John A. Kennedy Jr., and is licensee of WHUM(AM) Hughesville, PA, and WHUM-FM Patton, PA, and is permittee of WMHU(FM) Renovo, PA. Kennedy owns LPTV's W69BO Vero Beach, FL, and W09BL Williamsport, PA. Action Mar. 1.

■ **Lubbock, TX** (BPED901119ML)—Returned app. of Saltmine Communications Inc. for 90.1 mhz; 1 kw; ant. 184 ft. Address: P.O. Box 98152, Lubbock, TX 79499. Principal is headed by Michael Parker, Mayden Rush, Brian Henegar, Roger Taylor, Marion McAnear and Anthony R. Abbe, and has no other broadcast interests. Action Mar. 1.

■ **Palacios, TX** (BPH860313MP)—Returned app. of Joseph L. Sandlin for 100.7 mhz; 3 kw; ant. 1,075 ft. Address: P.O. Box 789, Bay City, TX 77414. Principal has no other broadcast interests. Action Mar. 1.

■ **Santa Fe, TX** (BPED890405MA)—Granted app. of Community Radio Inc. for 90.5 mhz; 5 kw; ant. 597 ft. Address: 2936 Oleander, Pasadena, TX 77503. Principal is headed by Robert Vaughn, Sharon Vaughn and Mary Bates, and has no other broadcast interests. Action Feb. 21.

FACILITIES CHANGES

Applications

AM's

■ **Anaheim, CA** KORG(AM) 1190 khz—Feb. 28 application for mod. of CP (BP840424AJ) to modify daytime and nighttime patterns.

■ **Union City, IN** WBYG(AM) 1030 khz—Feb. 22-application for mod. of CP (BP821122AG) to reduce power to .33 kw; make changes in antenna system; change TL: to Worth Rd. & Dismal Creek, Adjacent to Sewsge disposal plant, OH, 40 11 32N 84 47 58W.

■ **East Prairie, MO** KYMO(AM) 1080 khz—Feb. 15 application for CP to correct coordinates 36 47 49N 89 21 19W.

FM's

■ **Clifton, AZ** KJJJ(FM) 95.3 mhz—Feb. 22 application for mod. of CP (BPH830419AF as mod.) to chg ERP: 2.8 kw H&V; ant.: 2,221 ft.; TL: Guthrie Peak, 11 mi S of Clifton; class: C1.

■ **Globe, AZ** (no call letters) 97.3 mhz—Feb. 14 application for mod. of CP (BPH880816MR) to change

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

NCTA CONVENTION ISSUE

Broadcasting Mar 25

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION/63
Networks debut development for advertisers; Group W debuts station promotion

RADIO/68
Radio station sales pick up pace; report on UK radio: no pop music

CABLE/43
Michael Fuchs on the maturation of HBO and the ills of pay TV

TECHNOLOGY/84
NAB convention to feature separate mini-convention on HDTV, with 30 displays

WHO
MADE THE
LIST OF A
LIFETIME
?

SEE PAGE 8

Vol. 120 No. 12 $2.50

NCTA's Mooney: Holding the line in Washington

*****************5-DIGIT 20814
208149RI AT1501 ZCZ
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

THIS WEEK

NCTA CONVENTION ISSUE (pages 35, 43-54): NCTA President Jim Mooney (l) holds line; HBO's Michael Fuchs talks about pay TV

35 / CABLE RESURGENCE

NCTA President Jim Mooney will lead a resurgent cable industry into its annual convention in New Orleans this week, more confident than ever that cable is about to experience another quantum leap.

39 / MAN IN THE MIDDLE

CNN's Peter Arnett, in a speech at the National Press Club (page 91) and later in an extended interview with BROADCASTING, discusses his reporting from Baghdad, the reaction of some in America and the role of the press in a democracy.

40 / MYSTERY SALE

Buena Vista Television will market the off-network version of *Unsolved Mysteries*, now airing on NBC as a one-hour show, as a half-hour strip targeted to prime time access and late fringe.

40 / VIACOM-KATZ FIRST-RUN

The search for the next big hit in syndication has led Viacom and Katz Communications to form a new program development consortium.

42 / KID'S UPFRONT

Syndicators are optimistic that 1991 will be a record year for upfront sales. Preliminary estimates have advertisiers spending about $190 million on syndicated children's programing—a 10% increase over 1990 and the first back-to-back increase for syndicators in three years.

42 / DEES, CLARK TO PAY FORMER PARTNER

KIIS-AM-FM Los Angeles air personality Rick Dees and his business partner and former KIIS-AM-FM general manager, Wally Clark, have been ordered by a Los Angeles Superior Court to pay $10.27 million in combined compensatory and punitive damages to their ex-partner and former KIIS sales manager, Cosmo Cappellino.

43 / HBO AND THE NEXT WAVE

HBO Chairman and Chief Executive Officer Michael Fuchs discusses his plans for guiding the pay cable network into the 1990's—including HBO's ancillary business opportunities; the pay TV business in general, and the increasing fragmentation in the TV universe.

50 / HEADING TO BARCELONA

Almost a year after NBC unveiled its plans for the 1992 pay per view Olympics, acceptance of the event has grown among those in the cable industry—most importantly, the top MSO's. Still, there is a long way to go to settle revenue splits and channel capacity.

51 / SAME SIDE OF THE FENCE

Traditionally arch competitors—a video retailer and a premium cable network—have teamed up for what could be the beginning of a long-term co-promotional agreement.

53 / CABLE SHOW AND TELL

According to James Robbins, president of Cox Cable and chairman of this year's NCTA convention, it is time for the cable industry to showcase its present and future technical abilities, programing and services.

54 / TOP 50 MSO'S

Tele-Communications Inc. remains the largest multiple system operator, serving some 8.4 million subscribers in its owned and majority-owned companies. Sixteen cable companies report one million or more subscribers.

63 / NETWORK DEVELOPMENT SLATES

The networks revealed their prospective series pilots for the 1991-92 season to advertisers in Los Angeles last week. ABC's presentation included 18 comedies and 23 dramas; CBS unveiled 27 pilot orders, and NBC said that its top rated show, *Cheers*, has been renewed for a 10th season. Fox, meanwhile, does not plan to expand its prime schedule until at least 1992.

68 / RADIO STATION TRADING ACTIVITY PICKING UP PACE

Sellers seem to be dropping their expectations and their multiples as deals start coming together. Brokers see better inventory coming on the market, as buyers with cash begin to hone in on deals.

CBS's Jeff Sagansky was among network programing executives unveiling development slates to advertisers in Los Angeles

71 / NEWS IS BOON TO GROUP W RADIO

Latest Birch ratings reveal four Group W Radio stations had huge increases in audience during the Persian Gulf war. The format pioneered by Westinghouse shines in Chicago, Los Angeles, Philadelphia and New York.

72 / UK INDEPENDENT

UK Independent radio goes national as the first of three commercial radio services is readied.

74 / CABLE STOCKS

A survey of investors finds sharpened disagreement about cable's future. Uncertainty about it was supposed to offer investors a buying opportunity in MSO stocks. The problem is the stocks on average are trading almost exactly where they were a year ago, despite an interval that saw a point-and-a-half interest rate decline.

77 / SEEN BUT NOT HEARD

As children's upfront continues to move, attention is once again being focused on the shortfalls of measuring children's viewing. Nielsen has met with syndicators twice in the last month and is trying to improve its sample. Meanwhile, syndicators and networks are once again faced with the reality of doing deals based on numbers in which they have little faith.

80 / SIKES ON CABLE COMPETITION

FCC Chairman Alfred Sikes criticized H.R. 1303 reregulating cable and told the House Telecommunications Subcommittee that Congress should consider legislation that would promote competition from overbuilding cable operators and other multichannel service providers, such as wireless cable and satellite broadcasting.

84 / HDTV IN A WORLD OF ITS OWN

The number of high-definition television demonstrations has grown so steadily over the past several National Association of Broadcasters conventions, NAB decided to organize a separate, mini-convention. The 1991 HDTV World Conference and Exhibition will be held April 15-18 at the Las Vegas Hilton, a short walk from the main NAB convention.

87 / KUWAIT REBUILD

The restored government of Kuwait has begun rebuilding its radio and TV facilities, which were totally destroyed following Iraq's invasion. American and European companies have already been contracted to begin the projects, which will cost well over $100 million.

88 / NEW ORBITAL SCHEME DEBATED

Dozens of home satellite manufacturers, distributors, retailers and programers told the FCC last week it should reconsider the orbital assignment scheme for five next-generation cable TV satellites, arguing that more space between them would benefit their businesses and consumers. But heavyweight satellite operators said the projected benefits have been overstated and the costs understated.

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Incorporating

The Fifth Estate
TELEVISION
Broadcasting
■ Cable

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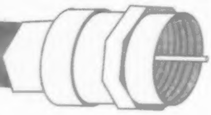
CABLE'S TOP 50 MSO'S



Tele-Communications Inc. remains the largest multiple system operator, serving some 8.4 million subscribers in its owned and majority-owned companies. Sixteen cable companies report one million or more subscribers.

1. TCI*	8,400,000	14,500,000	5,900,000
2. ATC**	4,600,000	NA	3,180,000
3. Continental	2,710,000	4,760,000	2,702,000
4. United Artists*	2,180,545	3,780,369	1,806,662
6. Warner**	1,868,000	3,537,000	1,531,000
5. Cox	1,616,241	2,679,133	1,291,251
7. Comcast	1,657,044	NA	1,318,154
8. Storer*	1,600,000	2,700,000	1,100,000
9. Liberty Media*	1,582,355	2,781,774	1,416,581
10. Jones	1,572,644	2,168,994	1,051,576
11. Cablevision Sys.	1,559,000	2,580,420	3,079,300
12. Newhouse	1,282,600	1,841,839	1,113,000
13. Times Mirror	1,100,000	1,907,000	707,500
14. Cablevision Ind.	1,084,834	1,656,456	758,607
15. Viacom	1,058,000	1,700,000	730,000
16. Adelphia	1,023,939	1,487,040	563,325
17. Sammons	905,696	NA	NA
18. Century	875,000	NA	NA
19. Paragon**	830,000	1,471,000	NA
20. Falcon	769,298	1,018,529	294,073
21. Prime	683,601	1,498,747	668,836
22. Maclean Hunter	665,000	NA	NA
23. TeleCable	638,749	945,217	NA
24. Scripps Howard	621,938	1,070,422	NA
24. KBLCOM	560,000	1,200,000	NA
25. Colony	535,364	831,013	345,551
26. TCA	473,797	641,551	224,356
27. Multivision	468,250	807,100	308,700
28. Post Newsweek	436,118	648,736	255,285
29. Telemedia	360,441	501,245	179,513
30. Multimedia	353,581	618,610	278,965
31. Simmons	338,513	594,339	184,245
32. Rifkin	324,942	499,427	167,940
33. Western	303,651	401,821	152,947
34. Triax	300,456	480,380	127,681
35. Hauser	297,400	572,400	281,000
36. Greater Media	224,691	365,539	215,136
37. Service Electric	218,000	300,000	76,000
38. King***	212,268	353,416	145,015
39. Media General	198,155	300,637	201,912
40. Harron	198,000	284,550	152,453
41. C-TEC	196,458	321,576	151,594
42. US Cable	187,646	333,138	133,830
43. Wometco	184,425	326,256	96,577
44. Sutton Capital	172,170	288,263	191,530
45. Star	172,035	265,315	84,812
46. Armstrong	164,436	204,279	92,852
47. Summit	153,162	237,800	104,004
48. Bresnan	143,000	NA	NA
49. Booth	142,323	193,389	78,740
50. Northland	140,000	197,000	50,000

**TCI includes UAE (2.2 million), Heritage (1.1 million), West Marc, Cencom. Storer is co-managed by TCI, Comcast and Knight Ridder. Liberty, majority owned by TCI, includes figures for TKR, Columbia, Intermedia, Lenfest.*

***Time Warner owns ATC and Warner. Paragon is co-owned by ATC and KBLCOM.*

****King VideoCable has been purchased by Colony.*

NA represents not available.

choice and the utilization of time," he said, with channel capacity that high. "Forty channels of PPV is probably right on the money," he said. But whether "you'll be able to subscribe to just those 15 channels you really watch, I don't know," he said, "but we're probably heading more in that direction."

The pieces of the technological puzzle may be coming together, but the legislative picture remains cloudy. "The overriding issue all the way along is we'd like to get the regulatory environment settled down so that we've got some stability in which to do our capital planning and that's what we hope will evolve out of Washington," said Robbins. As to "I pay, you pay," Robbins, whose parent also operates a major broadcast group, said "we're interested in any kind of dialogue that we can have between the two industries."

Robbins believes the telcos will be driving harder than ever this year, waiting to take their cues of Judge Greene's upcoming triennial review decision. But alluding to the legal troubles Nynex and US West have faced in the past year, Robbins said, "it's got to be troubling for them—as they mount this great offensive, their own house is not in order," which may neutralize some of the initiatives.

Robbins wants to tell Washington policymakers that "we've got technical talent and expertise, but we also have a real entrepreneurial-let's-get-it-done-efficiently history and spirit that is going to benefit the American public. In the final analysis, that's what's going to do the job. If the America public can get it from us at lower cost than somebody, then we'll get the business. That's the American way."

"I am not a believer in the inevitability theory that [the telcos] will get into our business," said Robbins, because the cultures are so vastly different. "It will take a long time before those two things get together," he said.

That frontier spirit isn't confined to engineering achievements. "We're seeing a resurgence of the raw spirit that built this industry," said Robbins, in the development of programing and the marketplace forces that caused the merger of so many programing efforts in comedy, law and business news. "All that is very good," he said.

But it will be technological advances that not only will provide cable revenue opportunities but help it blunt some of the telco arguments, cable executives believe. "We have to make sure the world realizes we're not some technological stepchild," said Robbins.—MS

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 3/11	CBS 14.9 / 24			EVENING (34) SHADE 12.6 / 20	MAJOR (22) DAD 14.9 / 23	PEOPLE'S CHOICE AWARDS (18) 16.2 / 25	16.1 / 25	15.5 / 26	14.1 / 25
	NBC 14.2 / 23			FRESH (33) PRINCE 12.8 / 20	BLOSSON (43) 10.5 / 16	NBC MONDAY NIGHT MOVIE—LETHAL WEAPON (16) 14.0 / 22	15.5 / 24	16.5 / 27	16.1 / 29
	ABC 9.8 / 16			MACGYVER (50) 9.5 / 15	10.0 / 16	ABC MONDAY NIGHT MOVIE—LUCKY DAY (49) 9.7 / 15	10.0 / 16	10.0 / 17	9.6 / 17
	FOX 4.5 / 7			FOX NIGHT AT THE MOVIES—POLTERGEIST (81) 4.7 / 7	4.6 / 7	4.6 / 7	4.3 / 7		
TUESDAY 3/12	CBS 11.8 / 19			RESCUE 911 (41) 10.5 / 17	11.4 / 18	CBS TUESDAY NIGHT MOVIE (36)—ABOVE THE LAW 10.7 / 16	11.3 / 18	13.4 / 23	13.5 / 25
	NBC 12.4 / 20			MATLOCK (29) 12.7 / 20	13.5 / 21	14.1 / 22	13.9 / 22	LAW AND ORDER (47) 10.1 / 18	9.8 / 18
	ABC 14.4 / 24			WHO'S THE (20) BOSS 15.2 / 24	DAVIS (16) RULES 15.5 / 24	ROSEANNE (2) 19.6 / 30	COACH (10) 16.7 / 26	EDDIE DODD * (50) 10.1 / 18	9.4 / 18
WEDNESDAY 3/13	CBS 9.0 / 15			48 HOURS (59) 8.1 / 13	7.8 / 13	JAKE AND THE FAT MAN (37) 11.3 / 18	12.1 / 20	WIOU (69) 7.5 / 13	7.0 / 14
	NBC 13.0 / 22			UNSOLVED MYSTERIES (14) 15.3 / 25	15.8 / 25	NIGHT (32) COURT 13.2 / 21	DEAR (38) JOHN 11.4 / 19	QUANTUM LEAP (39) 11.6 / 21	10.8 / 21
	ABC 12.4 / 25			WONDER (28) YEARS 13.7 / 23	GROWING (23) PAINS 14.8 / 24	DOOGIE (24) M.D. 14.6 / 23	ANYTHING (35) LOVE 12.3 / 20	EQUAL JUSTICE (56) 9.5 / 17	9.2 / 18
THURSDAY 3/14	CBS 7.8 / 13			CBS NCAA BASKETBALL CHAMPIONSHIP (60) 7.0 / 12	7.9 / 13	7.7 / 12	8.4 / 13	(71) 7.9 / 13	7.4 / 13
	NBC 17.4 / 29			BILL COSBY (8) 16.9 / 27	DIFFERENT (5) WORLD 18.1 / 29	CHEERS (1) 20.1 / 31	WINGS (13) 15.9 / 26	L.A. LAW (10) 16.4 / 28	16.9 / 31
	ABC 10.9 / 18			FR. DOWLING MYSTERIES (42) 9.9 / 16	10.9 / 17	11.2 / 17	11.3 / 18	PRIMETIME LIVE (39) 11.3 / 19	11.1 / 20
	FOX 8.7 / 14			SIMPSONS (30) 13.5 / 21	BABES (62) 7.7 / 12	BEVERLY HILLS, 90210 (71) 6.7 / 10	6.9 / 11		
FRIDAY 3/15	CBS 7.9 / 14			CBS NCAA BASKETBALL CHAMPIONSHIP (60) 7.1 / 13	7.5 / 13	7.6 / 14	8.7 / 15	(67) 8.4 / 15	8.3 / 15
	NBC 8.4 / 15			WORLD FIGURE SKATING (65) 6.9 / 12	8.1 / 14	HUNTER (45) 9.8 / 17	10.8 / 19	DARK SHADOWS (67) 7.5 / 14	7.4 / 14
	ABC 17.0 / 30			FULL (9) HOUSE 16.8 / 30	FAMILY (6) MAT. 17.8 / 31	PERFECT (18) STRAN. 15.3 / 27	BABY (21) TALK* 15.0 / 26	20/20 (3) 19.2 / 35	17.7 / 34
	FOX 4.7 / 8			AMERICA MOST WANTED (74) 6.4 / 11	6.5 / 11	AGAINST THE LAW (84) 3.2 / 6	2.7 / 5		
SATURDAY 3/16	CBS 8.8 / 16			CBS NCAA BASKETBALL CHAMPIONSHIP (61) 7.9 / 15	8.6 / 16	8.4 / 15 8.5 / 15	CBS SATURDAY MOVIE—POLICE ACADEMY (57) 8.5 / 15	9.7 / 18	10.5 / 20
	NBC 10.8 / 20			WORLD FIGURE SKATING (53) 8.8 / 16	10.3 / 19	GOLDEN (25) GIRLS 14.0 / 25	EMPTY (26) NEST 13.9 / 24	CAROL & (47) CO. 10.0 / 19	DOWN (62) HOME 7.7 / 15
	ABC 8.9 / 17			AMER. FUN (65) VD. SP. 7.5 / 14	MARRIED (64) PL. SP 7.6 / 14	ABC SATURDAY NIGHT MOVIE—A WHISPER KILLS (53) 8.7 / 15	8.9 / 15	10.1 / 19	10.5 / 21
	FOX 5.3 / 9			T. HIDDEN (77) VIDEO 5.5 / 10	YEAR- (82) BOOK 4.0 / 7	COPS (79) 5.3 / 9	COPS 2 (75) 6.3 / 11		
SUNDAY 3/17	CBS 15.6 / 25	60 MINUTES (7) 15.5 / 27	16.6 / 28	MURDER SHE WROTE (12) 16.2 / 25	16.9 / 25	CBS SUNDAY MOVIE—BLOOD RIVER (31) 14.5 / 22	13.6/ 21	13.5 / 22	13.2 / 23
	NBC 11.5 / 19	WLD. FIGURE SKATING (50) 9.1 / 16	10.4 / 17	EXPOSE (73) 6.6 / 10	REAL LIFE (45) JANE P. 10.3 / 16	NBC SUNDAY NIGHT MOVIE—DAUGHTERS OF PRIVILEGE (26) 12.9 / 19	14.4 / 23	14.4 / 24	13.8 / 24
	ABC 14.4 / 23	LIFE GOES ON (57) 8.5 / 15	10.1 / 17	AM. FUN VD. (4) 18.2 / 28	ABC SUNDAY NIGHT MOVIE—INDIANA JONES & TEMPLE OF DOOM (14) 16.1 / 25	15.5 / 23	16.6 / 26	15.5 / 26	14.2 / 25
	FOX 6.3 / 10	TRUE CLR. (78) 5.4 / 9	P.LEWIS (76) 5.9 / 10	LIVING (55) COL.. 9.5 / 15	GET A LIFE (70) 7.2 / 11	MRD. WITH (43) CHILD. 10.5 / 16	YEAR- (80) BOOK 5.1 / 8	COMIC STRIP LIVE (83) 3.4 / 6	3.3 / 6

WEEKLY PRIME TIME AVERAGE	CBS 11.0 / 19	NBC 12.5 / 21	ABC 12.6 / 21	FOX 6.0 / 10
SEASON PRIME TIME AVERAGE	CBS 12.4 / 21	NBC 12.8 / 21	ABC 12.5 / 21	FOX 6.4 / 10

NIGHTLY RATING / SHARE **(##)—RANKING** **HALF-HOUR RATING / SHARE** ***—PREMIERE** **SOURCE: A.C. NIELSEN**

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WVGO(FM) Richmond, Va. □ Sold by Daytona Group of Virginia Inc. to Benchmark Radio Acquisition Fund III Ltd. for $4 million. **Seller** is headed by Norman S. Drubner, who also owns KZRQ(AM)-KIVA-FM Albuquerque-Santa Fe, N.M., KZRC(AM)-KXYQ(FM) Salem (Portland), Ore., and KGRX(FM) Globe (Phoenix), Ari. **Buyer** is headed by Joe Mathias and Phillip Rainwater, who also own WDOV(AM)-WDSD(FM) Dover, Del., cable systems in Virginia and California and recently purchased WUSQ-AM-FM Winchester, Va. ("Changing Hands," March 4). WVGO has oldies format on 106.5 mhz with 7.6 kw and antenna 1,175 feet. *Broker: Media Venture Partners.*

WGFX(FM) Gallatin, Tenn. □ Sold by Triangle Broadcasting Co. to HaPa Inc. for $3.5 million ("Closed Circuit," March 18). **Seller** is headed by Kenneth S. Johnson, and is 55% owned by Capitol Broadcasting Corp., licensee of WCAW(AM)-WVAF(FM) Charleston, W.Va.; WKSJ(AM) Pritchard and WKSJ-FM Mobile, both Alabama, and WRKA(FM) St. Matthews, Ky. Johnson is 100% shareholder of Johnson Broadcasting Co., which is 45% general partner of assignor. **Buyer** is headed by Victor Rumore, who has 50% interest as limited partner in RMF Broadcasting, licensee of KFRR(AM) Englewood, Colo. WGFX has classic rock format on 104.5 mhz with 49 kw and antenna 1,312 feet. *Broker: Blackburn & Co. Inc.*

KBFM(FM) McAllen-Brownsville, Tex. □ Sold by Encore Communications Ltd. to May Broadcasting Inc. for $3.5 million. **Seller** is headed by George Duncan and has no other broadcast interests. **Buyer** is headed by Philip J. Giordano, who also heads April Broadcasting Inc., which owns WBLX-AM-FM Mobile, Ala. KBFM has CHR format on 104.1 mhz with 100 kw and antenna 990 feet above average terrain. *Broker: H.B. La Rue Media Brokers.*

KZBS(FM) Oklahoma City □ Sold by Zumma Broadcasting Co. to Degree Communications Ltd. for $3 million in assumption of seller's liabilities from defaulted loan agreements. **Seller** is headed by William R. Lacy and Josephine C. Carnahan, his mother, and has no other broadcast interests. **Buyer** is headed by Kent Burkhart (16%) and Patsy S. Burkhart (16%), husband and wife, and Gregory Wright, and is licensee of WANS-AM-FM Anderson, S.C., and also has interests in Degree Communications III Inc., general partner of KEYI-FM Partners Ltd., licensee of KMOW(AM) Austin and KEYI-FM San Marcos, both Texas. KZBS has CHR format on 98.9 mhz with 100 kw and antenna 1,108 feet above average terrain.

WALI(AM)-WROG(FM) Cumberland, Md. □ Sold by Tschudy Communications Corp. to James P. O'Leary, Robert H. Long Jr. and Alfred A. Ruscito for $1.8 million. Price includes $590,000 cash at closing, which includes three-year noncompete covenant, $10,000 escrow deposit and $600,000 note payable. **Seller** is headed by Earl Judy Jr., Robert S. Janney and Joyce Jenkins, and is also licensee of WBRJ(AM)-WEYQ(FM) Marietta, Ohio; WMQC(FM) Westover, W.Va.; WCRO(AM) Johnstown, Pa., and WSKO(FM) Buffalo Gap, Va. Judy is president and 51% stockholder of Shenandoah County Broadcasting Corp., licensee of WSVG(AM)-WSIG(FM) Mount Jackson, Va. **Buyer** is headed by O'Leary (40%), Long (35%) and Ruscito (25%). O'Leary is 50% stockholder and president of Laurel Broadcasting Co. Inc., licensee of WISL(AM) Shamokin, Pa. WALI

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$200,001** □ **3**

FM's □ **$9,631,000** □ **12**

AM-FM's □ **$4,629,000** □ **6**

TV's □ **$0** □ **0**

Total □ **$14,460,001** □ **21**

Year to Date:

AM's □ **$11,687,640** □ **46**

FM's □ **$56,259,103** □ **66**

AM-FM's □ **$94,858,054** □ **52**

TV's □ **$87,874,000** □ **18**

Total □ **$250,678,793** □ **182**

For 1990 total see Jan. 7, 1991 BROADCASTING.

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James W. Hoppers Jr. (50%). Milan Broadcasting Co Inc. is licensee of WKBJ(FM) Milan, TN. Filed Feb. 27.

■ **KDBN(AM) Dallas and KMEZ-FM Fort Worth** (AM: BAL910305EA; 1480 khz; 5 kw-D, 1.9 kw-N; FM: BALH910305GK; 107.5 mhz; 25 kw; ant. 1,647 ft.)—Seeks assignment of license from Gilmore Broadcasting Corp. to Granum Acquisition Corp. for $9 million ("Changing Hands" March 4). Seller is headed by James Gilmore and also owns WLVE(FM) Miami Beach, FL, and WEHT(TV) Evansville, IN. Buyer is headed by Herbert W. McCord (7.5%), Lewis M. Eisenberg (42.4%), Eugene Mercy Jr. (42.4%), Eugene Veto (2.5%), Walter F. Harrison III (5.2%), and has no other broadcast interests. Filed March 5.

■ **KROB-FM Robstown, TX** (BALH910227HX; 99.9 mhz; 100 kw; ant. 289 ft.)—Seeks assignment of license from Coastal Bend Broadcasting Corp. to KDOS Ltd. for $600,000. Seller is headed by George Leon Gossage, and has no other broadcast interests. Buyer is headed by KDOS Radio Inc. (70% GP,P) Titchenor Media System Inc. (26% P), Amador Garcia (4% P), Luis Munoz (62% VS), Al Herrera (38% VS) and Amador Garcia. KDOS Ltd. is licensee of KUNO (AM) Corpus Christi, TX. Filed Feb. 27.

■ **KBZN(FM) Ogden, UT** (BALH910219GJ; 101.1 mhz; 25 kw; ant. 3,740 ft.)—Seeks assignment of license from Utah Radio Broadcasting Co., debtor, to Capitol Broadcasting Inc. for no consideration; assignment is reorganization of corporation. Assignors John C. Webb and Richard Webb, brothers, are also assignees. John Webb, sole officer and director of corporation, is stockholder, officer and director of KLO Broadcasting Company, licensee of KLO(AM) Ogden, UT. Filed Feb. 19.

■ **WUSQ-AM-FM Winchester, VA** (AM: BAL910225GW; 610 khz; 500 w-U; FM: BALH910225GX; 102.5 mhz; 3 kw; ant. 630 ft.)—Seeks assignment of license from The Holt Corp of New Mexico Inc. Benchmark Radio Acquisition for $3.65 million ("Changing Hands" March 4). Seller is headed by Arthur Holt, who owns WTKX-AM-FM Pensacola, FL; WKAP(AM) Allentown and WZZO(FM) Bethlehem, both Pennsylvania, and WOAD(AM)-WJMI(FM) Jackson, MS. Holt also heads Holt Corp. Appraisal and Consulting. Buyer is headed by Bruce R. Spector, R. Calvin Sutliff Jr., C. Philip Rainwater and Joseph L. Mathias IV. Benchmark Communications Ltd. is sole general partner of Benchmark Radio Acquisition Fund II Ltd., and through other limited partnerships controls cable television systems serving Virginia and California, and is licensee of WDOV(AM)-WDSD(FM) Dover, DE. Filed Feb. 25.

■ **KITZ(AM) Silverdale, WA** (BAL910305EC; 1400 khz; 1 kw-D, 890 w-N)—Seeks assignment of license from Silver Sound Broadcasting Co. to Kitz Broadcasting Inc. for $200,000. Seller is headed by Robert Jennings and has no other broadcast interests. Buyer is headed by Loren Ray Johnson (45%) and Celia Merritt Johnson (45%), husband and wife, and William Howard Huntington (5%) and Mary Ann Huntington (5%), husband and wife, and have no other broadcast interests. Filed March 5.

■ **WQPN(AM) Moundsville, WV** (BAL910307EF; 1370 khz; 5 kw-d, 20 w-N)—Seeks assignment of license from Hank Grewe Broadcasting, Inc. to Praise Family Worship Center for $1. Seller is headed by Henry R. Grewe, and has no other broadcast interests. Buyer is headed by Kenneth R. Dunn and Jeanell Dunn, husband and wife, and Twilla Condra, and has no other broadcast interests. Filed March 7.

■ **WZXA(FM) Sturtevant, WI** (BAPH910305GO; 104.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Michael R. Walton to Janus Radio Corp. for $70,000. Seller has interests in Sheboygan County Broadcasting Co. Inc., licensee of WHBL(AM)-WWJR(FM) Sheboygan, WI. Sheboygan County Broadcasting owns 100% of stock of Holland Communications Inc., licensee of WHTC(AM)-WYXX(FM) Holland, MI. Buyer is headed by Norris F. Richardson and Judith S. Richardson, and has no other broadcast interests. Filed March 5.

Actions

■ **WACD(AM) Alexander City, AL** (BAL901221EB; 1590 khz; 1 kw-D)—Granted assignment of license from Alexander City Broadcasting Co. Inc. to Central Alabama Community College as donation. Seller is headed by J. P. White and has no other broadcast interests. Buyer is headed by college president James Cornell, and has no other broadcast interests. Action March 7.

■ **WIXC(AM) Hazel Green, AL** (BAL901213EG; 1140 khz; 15 kw-D)—Granted assignment of license from Lincoln County Broadcasters Inc. to Low Country Corp. Inc. for $10,000. Seller is headed by William L. and Elaine J. Malone, husband and wife, and son Joseph Malone, and has no other broadcast interests. Buyer is headed by Charles Gleghorn, Hue Counts and Don Wyatt, and has no other broadcast interests. Action March 12.

■ **KTZR(AM) Tucson, AZ** (BAL910130EA; 1450 khz; 1 kw-U)—Granted assignment of license from Tucson Wireless Inc. to Radio Pantera Inc. for $975,000. Seller is headed by Robert D. Greenlee, who owns 70% of Valley Broadcasting Inc., licensee of KXKT(FM) Atlantic, IA, and KOIL(AM) Omaha, NE; applications are pending to sell these stations' CP's. Buyer is headed by Xavier Murrietta (49%), Francisco Garcia Jr. (51%) and Francisco Garcia Sr., and are currently in management and sales at KTZR. Action March 11.

■ **KBLF(AM) Red Bluff, CA** (BAL910128EA; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Theodore S. Storck to KBLF Inc. for $120,000. Seller is headed by Theodore S. Storck, and has no other broadcast interests. Buyer is headed by Earnest R. Hopseker (42%), Karen J. Hopseker (42%), Joseph B. Fiala (8%) and Susan Fiala (8%), and has no other broadcast interests. Action March 7.

■ **KPWB-AM-FM Piedmont, MO** (AM: BAL910117EO; 1140 khz; 1 kw-D; FM: BALH910117EP; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Clearwater Broadcasting Co. to Hunt Broadcasting Group Inc. for $200,000. Seller is headed by C. Dwayne Hackworth, and has no other broadcast interests. Buyer is headed by Jack G. Hunt and Shirley Hunt. Jack Hunt is licensee of KBMV-AM-FM Birch Tree and KDFN(AM)-KOEA(FM) Doniphan, both Missouri, and permittee of KKJJ(FM) Campbell, MO. Action March 8.

■ **WGHB(AM) Farmville, NC** (BAL910128EB; 1250 khz; 5 kw-D, 2.5 kw-N)—Granted assignment of license from Atlantic Coast Communications to Rivercity Radio Inc. for $325,000. Seller is headed by J.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Apr 1

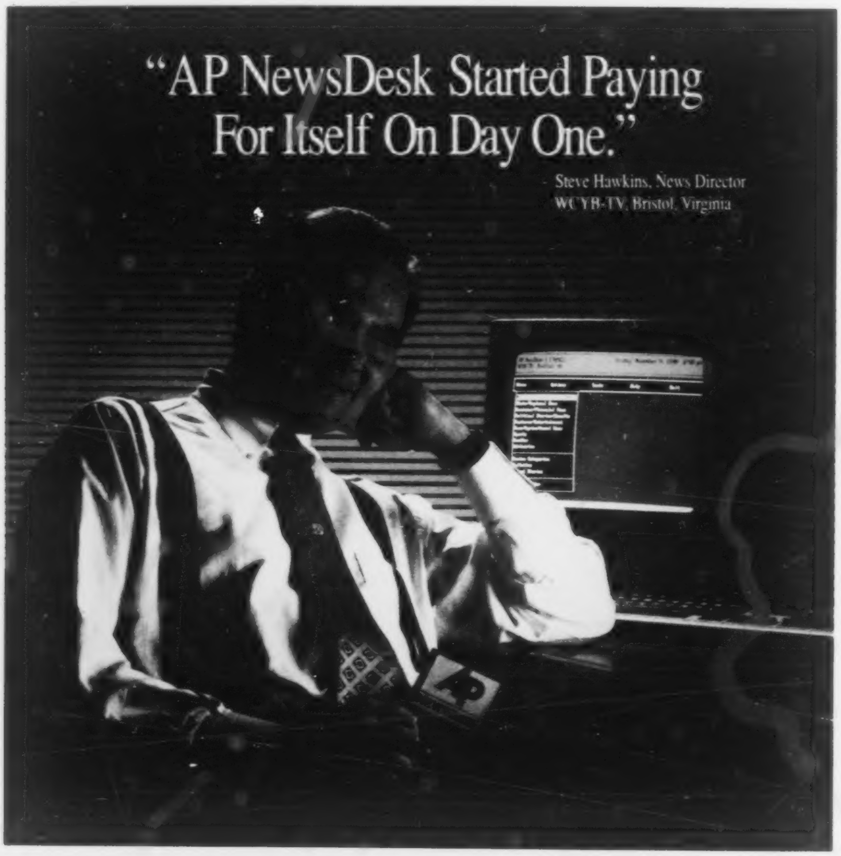
Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 35
The Fall Guys: network schedulers talk about once and future lineups

RADIO / 54
Signs of turnaround in radio spot billings; 'power' formats

TECHNOLOGY / 66
NAB convention to showcase new digital VTR's and serial digital interfaces

FIN-SYN / 32,59
Week and a day away, parties still agree to disagree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THE BIG NEWS IN NEW ORLEANS

THIS WEEK

6 / CBS TIGHTENS BUDGET

CBS executives met to discuss strategic changes in the company's operations and are expected to implement budget cutting and other changes, possibly as early as this week. One securities analyst estimated the likely reductions at between $60 million and $100 million, which could imply personnel reductions numbering in the hundreds.

27 / NCTA 1991

There is a growing sense of optimism in the cable industry as video compression nears reality. The upshot: cable systems could well be delivering hundreds of channels of programing by the late 1990's. Such a specter has created a host of technical, marketing and programing challenges. On the regulatory front, three FCC commissioners appear to be backing away from instituting any "good actor" test in the agency's effective competition rulemaking (page 29).

31 / REREGULATION FIGHT

In his opening speech, National Cable Television Association President James Mooney issued a "clarion call" to all cable operators to do everything they can to fight cable reregulation, urging them to visit their congressmen, "sit down with your local newspaper editor, talk to your customers."

News from NCTA: explosion in cable channel capacity (page 27)

31 / THE NEVER-ENDING SALE?

Another week in the ever-impending sale of FNN added some more knots to an already tangled situation. A group of 15 state attorneys general filed a petition asking the U.S. Bankruptcy Court to reject CNBC's bid to buy the network; another 15 state attorneys general filed a letter asking the court to approve the 20-day delay the FTC is seeking while it conducts its antitrust investigation into a sale to CNBC. Meanwhile, CNBC, which still has a definitive agreement with FNN, rejected some of FNN's affiliate contracts and FNN's employes succeeded in getting many of their severance demands met.

33 / BVT DEAL

Buena Vista Television has finalized a deal to sell a 50-title film package into broadcast syndication for more than $125 million. Television programers said the deal was a syndication first, because the stations buying the package agreed to do so even though less than half the films have been produced. The stations are banking on the ability of the Disney studios, including Disney, Touchstone and Hollywood Pictures, to continue producing the kinds of films that have made Disney the top revenue producer at the box office the past two years.

34 / AFFILIATE APPROVAL

Fox affiliates gave the network high marks following a series of seven regional meetings. Optimistic discussions on Fox's potential network status were among the topics covered, and clips of 1991-92 television pilots were screened. Station owners and general managers approved of much of the network's development slate, but expressed some concerns over the content of Fox programing.

35 / ALL THE RIGHT MOVES

The four executives responsible for setting the network television schedules—ABC's Ted Harbert, NBC's Lee Currlin, Fox's Sandy Grushow and CBS's Peter Tortorici—can be viewed as chess players in a game that determines when and where viewers see their favorite television shows. Their scheduling decisions can mean extended life or certain cancellation for a program, and set in motion a change of momentum for a network, as evidenced by CBS's surprising February sweeps win.

42 / 'MARRIED' INPUT

Columbia Pictures Television is developing a multi-million dollar co-op advertising plan for *Married...with Children*, which debuts in syndication next fall. As part of the campaign, CPT's marketing team will help stations create sales presentations to maximize advertising revenue at the local level.

42 / SYNDICATED SWEEPS

For many syndicated shows, particularly access strips and late night product, viewing was down in the February 1991 sweeps. But for sitcoms, the big news was that *Golden Girls* surpassed *Cosby* as the top-rated off-network comedy.

45 / CABLE FINANCES

According to cable executives at the opening NCTA session, the current credit crunch is making it difficult for cable MSO's to expand their core businesses. But they must—and can—find ways to improve their existing ones.

48 / PAY PRESENTATION

According to marketing executives of major MSO's, the basics of salesmanship and good packaging are needed to galvanize the pay services. However, some pay programers in the audience did not agree. For one, nothing short of "a whole new approach" is required.

53 / POST WAR DROP

Viewer appetite for international news appears to have dropped quickly back down to pre-war levels. But suppliers of footage from abroad continue to make headway in the U.S., with CNN Newsource alone picking up an additional 25 affiliates during the Persian Gulf conflict.

54 / WAR CHEST

Ad dollars that all but dried up in January and February are beginning to return to radio. While monthly and quarterly figures won't be analyzed for a few weeks, industry executives are cautiously optimistic that advertisers who put their schedules on hold during the war are ready to invest in the medium. Local, spot and network radio are poised to rebound in the second quarter.

'Golden Girls' is top off-network comedy in syndication (page 42)

59 / COMMENTING ON FIN-SYN

Comments filed last week at the FCC on its financial interest-syndication proceeding demonstrated the distance that remains between the networks and Hollywood. The networks, unhappy with a "majority" proposal supported by three of the five FCC commissioners, used the comments as an opportunity to discuss a new fin-syn deal developed by the networks.

61 / HOLLYWOOD SHUFFLE

Movie studios that drove the three-network prime time upfront market last year may not be ready for an encore. An analysis of studio advertising spending habits shows that syndication and, to a lesser degree, cable budgets are increasing at a greater rate than network budgets. While network and local/retail still command the most attention from studio marketing planners, syndication and cable are making their presence known.

66 / DIGITAL VTR'S MULTIPLYING

The second generation of D-2 (composite digital) videotape recorders will be on display at the National Association of Broadcasters convention in Las Vegas, April 15-18. They offer expanded capabilities at lower costs. The NHK-developed half-inch composite digital format from Panasonic is stepping up to challenge D-2 in the marketplace.

69 / JUST SAY 'NO'

Too costly, too late and too little benefit—that's what satellite operators had to say about a proposal to place cable TV satellites three, rather than two, degrees apart in the sky. Their comments, filed at the FCC, asked that agency to resist petitions to change orbital assignment policy.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 3/18	**ABC** 12.3 / 20			MACGYVER (40) 11.8 / 18	12.8 / 19	AMER. FUNNIEST VIDEO SP. (33) 13.5 / 20	13.2 / 20	TUBE TEST (47) 11.6 / 19	11.0 / 20
	CBS 14.5 / 23			EVENING (27) SHADE 14.2 / 22	MAJOR (4) DAD 17.4 / 26	MURPHY (7) BRWN 17.2 / 26	DESIGN (13) WOMN 16.5 / 25	GOOD (45) SPRTS 11.5 / 19	MURPHY (53) SP 10.4 / 19
	NBC 12.4 / 20			FRESH (35) PRINCE 13.1 / 21	NBC MONDAY NIGHT MOVIE—RETURN OF THE JEDI (40) 10.8 / 16	12.1 / 18	12.4 / 19	13.7 / 23	12.5 / 23
	FOX 5.2 / 8			FOX NIGHT AT THE MOVIES—PRINCESS BRIDE (79) 4.9 / 8	5.4 / 8	5.3 / 8	5.3 / 8		
TUESDAY 3/19	**ABC** 11.3 / 18			WHO'S THE (33) BOSS 13.4 / 21	DAVIS (37) RULES 12.7 / 20	ROSEANNE (24) 14.6 / 22	COACH (36) 12.8 / 20	EDDIE DODD (72) 7.4 / 13	6.6 / 13
	CBS 14.4 / 24			CBS TUESDAY NIGHT MOVIE—THE WIZARD OF OZ (23) 13.9 / 22	15.1 / 23	14.7 / 22	14.9 / 23	RESCUE 911 (31) 13.5 / 24	13.5 / 26
	NBC 15.9 / 26			MATLOCK (15) 15.9 / 25	16.9 / 26	IN THE HEAT OF THE NIGHT (7) 16.8 / 26	17.6 / 27	LAW AND ORDER (28) 14.4 / 25	13.8 / 26
WEDNESDAY 3/20	**ABC** 12.5 / 21			WONDER (21) YEARS 15.0 / 25	GROWING (24) PAINS 14.6 / 24	DOOGIE (21) M.D. 15.0 / 24	ANYTHING (43) LOVE 12.1 / 20	EQUAL JUSTICE (58) 9.1 / 16	9.1 / 18
	CBS 10.1 / 17			48 HOURS (60) 8.6 / 15	8.5 / 14	JAKE AND THE FAT MAN (30) 13.5 / 22	14.4 / 24	WIOU (68) 8.1 / 14	7.4 / 14
	NBC 14.2 / 24			UNSOLVED MYSTERIES (13) 15.6 / 26	17.3 / 28	NIGHT (38) COURT 12.6 / 20	DEAR (47) JOHN 11.3 / 19	QUANTUM LEAP (28) 13.9 / 25	14.2 / 27
THURSDAY 3/21	**ABC** 11.4 / 19			ABC THURSDAY SPECIAL MOVIE (46) 10.0 / 16	11.4 / 18	11.9 / 19	12.4 / 20	PRIMETIME LIVE (47) 11.7 / 20	10.9 / 20
	CBS 9.1 / 15			CBS NCAA BASKETBALL CHAMPIONSHIP (59) 7.4 / 13	8.8 / 15	9.0 / 15	9.9 / 16	(65) 10.6 / 17	9.0 / 16
	NBC 17.8 / 29			COSBY (10) 16.9 / 28	DIFFERENT (7) WORLD 17.2 / 28	CHEERS (2) 19.1 / 30	WINGS (17) 16.1 / 26	L.A. LAW (3) 18.5 / 31	18.7 / 34
	FOX 8.4 / 14			SIMPSONS (40) 12.3 / 20	BABES (71) 7.5 / 12	BEVERLY HILLS, 90210 (73) 6.9 / 11	6.9 / 11		
FRIDAY 3/22	**ABC** 16.5 / 29			FULL (16) HOUSE 16.3 / 29	FAMILY (4) MAT. 17.4 / 30	PERFECT (20) STRAN. 15.2/ 26	BABY (19) TALK 15.3 / 27	20/20 (6) 17.4 / 31	17.3 / 33
	CBS 7.8 / 14			CBS NCAA BASKETBALL CHAMPIONSHIP (68) 6.9 / 13	7.4 / 13	8.2 / 15	8.3 / 15	(68) 8.3 / 15	7.7 / 14
	NBC 9.1 / 16			HUNTER (57) 8.6 / 15	8.8 / 15	10.2 / 18	10.5 / 18	DARK SHADOWS (63) 8.4 / 15	8.4 / 16
	FOX 5.0 / 8			AMERICA'S MOST WANTED (74) 6.7 / 12	6.9 / 12	AGAINST THE LAW (84) 3.3 / 6	2.9 / 5		
SATURDAY 3/23	**ABC** 8.5 / 16			YOUNG (65) RIDERS 7.8 / 14	8.6 / 16	ABC SATURDAY NIGHT MOVIE—LADY MOBSTER (60) 7.6 / 13	8.0 / 14	9.1 / 17	9.5 / 19
	CBS 8.4 / 15			CBS NCAA BSKTBALL CHMP. (58) 10.1 / 19	8.8 / 16	CBS SATURDAY MOVIE—WHERE THE HELL'S THAT GOLD (67) 7.2 / 13	7.4 / 13	8.2 / 15	8.2 / 16
	NBC 12.5 / 23			AMEN (50) 10.5 / 19	DOWN (50) HOME 10.5 / 19	GOLDEN (11) GIRLS 16.8 / 30	EMPTY (12) NEST 16.6 / 29	SHANNON'S DEAL (55) 10.6 / 20	9.9 / 20
	FOX 4.8 / 9			T. HIDDEN (82) VIDEO 4.9 / 9	YEAR- (83) BOOK 3.6 / 7	COPS (81) 5.0 / 9	COPS 2 (76) 5.7 / 10		
SUNDAY 3/24	**ABC** 14.1 / 23	ABC SUNDAY NIGHT MOVIE—THE TEN COMMANDMENTS (26) 9.1 / 16	11.3 / 19	13.8 / 22	15.1 / 23	15.7 / 24	15.6 / 24	16.4 / 27	16.8 / 28
	CBS 15.3 / 25	60 MINUTES (1) 18.8 / 34	20.6 / 34	EVENING (18) SHADE 15.4 / 24	CBS SUNDAY MOVIE—THE UNTOUCHABLES (31) 13.3 / 21	13.7/ 21	14.1 / 22	13.5 / 22	13.0 / 23
	NBC 10.3 / 16	SUPER BLOOP & JOKES (75) 6.1 / 16	6.8 / 11	EXPOSE (63) 8.4 / 13	REAL LIFE (50) JANE P. 10.5 / 16	NBC SUNDAY NIGHT MOVIE—SHOOT FIRST (38) 11.8 / 18	12.4 / 19	13.3 / 22	12.8 / 23
	FOX 7.8 / 13	TRUE CLR. (80) 5.1 / 9	P. LEWIS (76) 5.7 / 10	LIVING (55) COLOR 10.1 / 16	GET A LIFE (62) 8.5 / 13	MRD. WITH (44) CHILD. 11.9 / 18	MRD. W. SP (53) CHILD. 10.4 / 16	COMIC STRIP LIVE (78) 5.9 / 10	4.7 / 8

WEEKLY PRIME TIME AVERAGE	ABC 12.4 / 21	CBS 11.6 / 19	NBC 13.0 / 22	FOX 6.5 / 11
SEASON PRIME TIME AVERAGE	ABC 12.5 / 21	CBS 12.4 / 20	NBC 12.8 / 21	FOX 6.4 / 10

YELLOW =
1/2 HR WINNER

NIGHTLY RATING / SHARE *(##)—RANKING* *HALF-HOUR RATING / SHARE* **—PREMIERE* **SOURCE: A.C. NIELSEN** curred that network business is beginning to rebound. "The marketplace took a breath when the war ended, and then people sat down and said: 'Let's get serious about this,' " he said. "A lot of people have been coming back into the marketplace, and pretty aggressively. On a pure volume or pressure-against-inventory basis, network radio is probably a lot stronger than television."

Battison said demand for the second and third quarters is particularly strong because of the return of corporate advertisers who drew back during the war. "The IBM's and Xerox's and GM's are all coming back big time. So is retail, which took a tumble last year because of all the problems that are indigenous to that segment of the economy." He said that aggressive advertisers understand that in a recession advertisers are looking for efficiency, going for effectiveness, which means that "network radio gets a longer look and a better piece of the pie."

Now that the war is over, the national economy is fighting its way out of the recession, Battison said. "The recession is both a state of mind and a self-fulfilling prophecy, and people are realizing that the only way to get out of a recession is to work out of it." Rather than cutting back during a recession, advertisers need to keep pushing and selling and changing the perception. "Change won't be immediate, but we see strong signs," he concluded. "The dollars haven't all shown up, but the conversations and negotiations are under way—and that's a good sign." **—REB**

POWER RATIO TRENDS BY RADIO FORMAT: OLDIES, AC, AOR, CR POST GAINS

Format	*% of 1990 stations*	*1990 ratio*	*1989*	*1988*	*1987*	*1986*
Adult contemporary	92%	1.46	1.31	1.41	1.34	1.38
Album oriented rock	72%	1.23	1.07	1.13	1.14	1.04
Classic rock	76%	1.25	1.04	1.13	1.12	1.06
Classical	56%	1.04	1.28	1.26	1.30	1.35
CHR	47%	1.03	1.0	1.07	1.08	1.07
Country	80%	1.39	1.34	1.49	1.38	1.42
Easy listening	5%	.69	.60	.85	.82	.83
Full service AM	86%	1.33	1.38	1.40	1.28	1.16
News/talk	77%	1.44	1.42	1.43	1.44	1.47
Nostalgia/big band	28%	.75	.71	.83	.75	.71
Oldies	87%	1.39	1.28	1.12	.93	.83
Soft lite-A/C	54%	1.22	1.36	1.24	1.18	1.26
Spanish	80%	1.21	1.26	1.27	1.32	1.24
Urban contemporary	11%	.76	.72	.75	.76	.83

Source: Miller, Kaplan, Arase & Co.

Newly released "National Composite Radio Revenue Report," which includes a "power ratio" study, shows that older-skewing formats continue to improve their profitability. The "power ratio" study measures the sales strength of individual formats. Oldies, adult contemporary, AOR and classic rock posted the strongest gains, while classical, soft adult contemporary and Spanish were down.

To understand the power ratio, using the example of the oldies format (1990 power ratio of 1.39), in a market where each share point is worth $1 million in revenue, the station can expect to bill $1.39 million.

The methodology used: the revenue share/audience share ratios for about 700 stations included in the report represent the 1990 revenue share per the National Composite Radio Revenue Report prepared for the station's specific market by Miller, Kaplan, Arase & Co., divided by the mean 12-plus average quarter hour audience share for summer 1989 through spring 1990, per Arbitron divided by 1.1 since an average of 90% of a given market's total revenue is reported to Miller, Kaplan, Arase & Co., by those stations collectively comprising the market revenue reporting cooperative. To minimize distortion, the three highest and three lowest ratios within a given format are not included in the power ratio computation. The same methodology applies to prior year figures.

KATZ, INTEREP STUDY ARBITRON

The sample size in radio ratings is an issue that has been in the forefront of industry debate for the last few years. In 1988 the Arbitron Radio Advisory Council began a study of raw in-tab sample sizes and their relationship to audience estimates. As a result of its findings, the council made a recommendation to Arbitron that it raise the sample size by 33% as a way to increase the reliability of its quarterly reports. At the time, Arbitron promised to increase the sample size by 5% for fall 1990, and an additional 5% in fall 1991, at no additional cost to subscribers (BROADCASTING, March 25).

Studies by the research divisions of both the Interep Radio Store and the Katz Radio Group reveal that although the average market received an increase in sample target as promised, the actual in-tab sample increase for the average market was 1.6%.

In a preliminary analysis of fall 1990 numbers for 20 markets, the Interep study found that three markets posted increases of in-tab of more than 5%, 10 other markets showed increases of less than 5%, and seven markets had lower in-tab than fall 1989.

The Katz Radio Group study looked at the 146 markets that received standard market reports for both the fall 1990 and fall 1989 periods. The study found that raw in-tab sample sizes declined in 60 markets, 41% of the total. It also found that an additional 36 markets, or 25%, showed higher sample sizes than in 1989, but the increase was less than 5%.

Katz Radio Group's Gerry Boehme, senior vice president, director of research, believes the facts revealed in the studies point to some issues that need to be addressed. Sample target was raised by 5% as promised, but the pre-designated sample for the average market actually decreased by 2%. More sample was not ordered to increase the actual in-tab diary counts. Boehme's report points out that Arbitron never promised in-tab increases, just a gain in sample target.

Although the report said that Arbitron has no real control on in-tab, the study said Arbitron does control the sample target, the designated sample and its projected response rate. Response rate did not decline, said Boehme, but the designated sample was not raised. The report poses the question: from where were the additional diaries going to come? **—LC**

BUSINESS

MOVIE ADVERTISING: ENOUGH TO GO AROUND?

Film studios, which drove network prime time upfront in 1990, may not be as obliging this year; concern over network stampede and syndication and cable growth may mean shifting budgets; another auestion is effect of Hollywood's belt-tightening

Motion picture studio executives are looking forward to this year's upfront market. The studios, usually among the first group of advertisers to do business in the upfront because of their desire to lock up time for new releases, do not seem to have been entirely thrilled with how the upfront went last year, when they drove the market in a prime time spending frenzy upwards of $200 million, a 40% increase over 1989, according to industry estimates. This year, after watching the networks endure dismal scatter markets and scrap their complex audience guarantee plans for traditional guarantees, some studio executives are hoping to avoid the usual network upfront stampede and do deals on a more level playing field.

"I am looking forward to this year's negotiations," said one major studio media planner, adding that last year "the networks played us like a fiddle." This time around, the studio executive added, they "won't be able to dictate the flow to the degree that they have in the last two years." Added another studio executive: "There is going to be a lot of caution this year. The studios need to lock in time, but to be cost-effective we have to look different and be more selective."

One reason that the networks may find the studios playing more hardball this year is because of the growth of syndication and cable. Although studio executives and media buyers for the studios contacted by BROADCASTING pointed out that they tend to market product on a picture-by-picture basis, tracking studio spending habits over the last two years (see chart) shows they are definitely paying more attention to other alternatives. Of course, many films are targetted for the 12-34 demographic, and in some cases cable and syndication are the best route to reach that viewer. While all the studios increased their television spending last year and the three networks still get the bulk of the budget, some appear to have increased spending in syndication to the detriment of network.

For example, according to Arbitron's Broadcast Advertiser Reports, last year Sony-owned Columbia Pictures spent $44.5 million on ABC, CBS and NBC, an 8% cut from 1989. Meanwhile, the studio increased its spending on syndication by almost 200% to $10.3 million and its cable spending by 31% to about $5.1 million.

MCA's Universal Studios (now owned by Matsushita Electric Industrial Co.) slashed its network budget by 10% to roughly $38.3 million and increased syndication by 69% to about $8.6 million. "Syndication," explained one studio executive, "has become a very cost effective way of achieving all goals and has solid media delivery."

To a lesser extent, the cable networks have also seen growth, although some are still concerned about the validity of cable ratings. Studios increasing their cable spending include Columbia Pictures (up 31% to about $5.1 million). Paramount Pictures, which owns 50% of the USA Network along with MCA, increased its spending on cable by 30% to about $3.7 million. The biggest cable increase came from Twentieth Century Fox, which upped its budget almost 100% to $2.7 million.

Still, many still see cable, as Neil Lemlein, executive vice president, director, D'Arcy Masius Benton & Bowles entertainment group said, as an "atmospheric buy" that compliments the overall media plan.

And others are still not pleased with the accuracy of cable network ratings and the methods by which the cable net-

Continues on page 65.

LEADING MOVIE STUDIO ADVERTISERS ON TELEVISION: 1990 VS. 1989

	Network	% chg	Syndication*	% chg	Local/Retail	% chg	Cable	% chg	Total	% chg
Walt Disney Co.	$28,539,200	33	$8,869,000	73	$57,095,700	36	$2,218,001	-1	$96,721,901	37
Columbia Pictures	$44,518,400	-8	$10,274,800	195	$31,914,500	5	$5,153,995	31	$91,861,695	6
Universal	$38,376,300	-10	$8,673,300	69	$22,475,700	5.8	$4,571,537	10.6	$74,096,837	1.3
Warner Bros.	$26,580,600	17.5	$6,126,900	58.8	$26,735,800	-7.5	$3,899,699	8	$72,322,399	10.8
Paramount Pictures	$22,265,800	10.7	$8,032,600	18.4	$23,015,400	39	$3,751,170	30	$57,064,970	23
20th Century Fox	$23,325,100	40.6	$6,429,000	85.7	$23,578,100	28	$2,720,809	96	$56,053,009	41

**Includes Fox Broadcasting. Sources: Television Bureau of Advertising, Cabletelevision Advertising Bureau from data from Arbitron's Broadcast Advertiser Reports.*

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WZNY(FM) Augusta, Ga. □ Sold by Sunny Communications Inc. to Benchmark Radio Acquisition Fund II Ltd. for $5 million cash at closing, of which $1 million is for noncompete covenant. **Seller** is headed by Paul H. Rothfuss, who is president of Arrow Communications, licensee of WRLX(AM)-WFFX(FM) Tuscaloosa, Ala.; KMJC-FM Clinton, Iowa; WZOQ(FM) Wapakoneta, Ohio; WFRG-FM Rome and WHDL(AM)-WPIG(FM) Olean, both New York. KZBB-FM Ft. Smith, Ark., has been sold (''Changing Hands,'' Jan. 28). **Buyer** is headed by Bruce R. Spector, R. Calvin Sutliff Jr., C. Philip Rainwater and Joseph L. Mathias IV, and recently purchased WUSQ-AM-FM Winchester, Va. (''Changing Hands,'' March 4). Benchmark Radio Acquisitions is also licensee of WDOV(AM)-WDSD(FM) Dover, Del., and operates cable systems in Virginia and California. WZNY has adult contemporary format on 105.7 mhz with 66 kw and antenna 1,168 feet.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$255,000** □ **4**

FM's □ **$7,600,000** □ **2**

AM-FM's □ **$300,000** □ **1**

TV's □ **$3,250,000** □ **3**

Total □ **$11,405,000** □ **10**

Year to Date:

AM's □ **$11,942,640** □ **50**

FM's □ **$63,859,100** □ **68**

AM-FM's □ **$95,158,054** □ **53**

TV's □ **$91,124,000** □ **21**

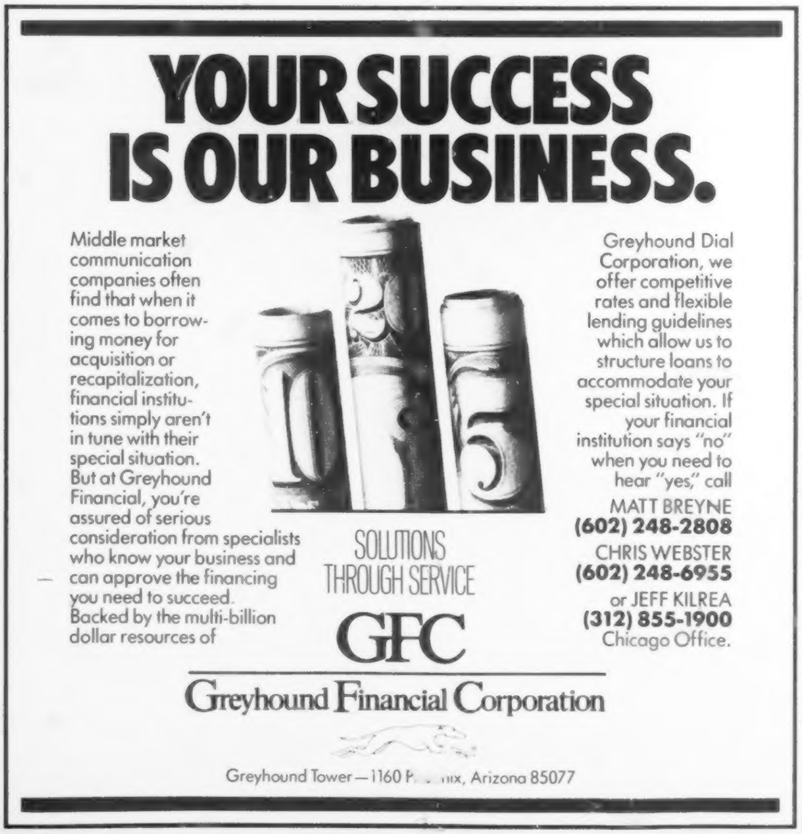
Total □ **$262,083,794** □ **192**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WXXV-TV Gulfport, Miss. □ Sold by Amsouth Bank, N.A. to Prime Cities Broadcasters Corp. of Mississippi for $3.2 million cash at closing, of which $50,000 is for five-year noncompete covenant. **Seller** is headed by John W. McRoberts, and is subsidiary of guarantor AmSouth Bank, N.A. McRoberts is vice president of Star Cablevision Inc., operator of cable systems at Brunswick, Ga. **Buyer** is headed by John B. Tupper (40%), Richard F. Shively (40%), Harry B. Smart (10%), Lawrence C. McQuade (5%) and William L. Kepper (5%). Shively holds 63% interest in Shively Communications Inc., which holds controlling interest in North Platte Television Inc., licensee of KNOP-TV North Platte, Neb. WXXV-TV is Fox affiliate on ch. 25 with 2,240 kw visual, 224 kw aural and antenna 1,780 feet above average terrain.

KXXR(FM) Kansas City, Mo. □ Sold by Olympia Broadcasting Corp. to Capital Broadcasting Inc. for $2.6 million cash. **Seller** is headed by Archie Kovanen, and owns KYAK(AM)-KGOT(FM) Anchorage and KIAK-AM-FM Fairbanks, both Alaska; KTRW(AM)KZZU-FM Spokane, Wash., and KRZR(FM) Fresno, Calif., as well as Olympia Broadcasting Network. **Buyer** is headed by Bruce Houston and is affiliated with The Ardman Broadcasting Group, headed by Myer Feldman. Ardman Broadcasting owns WZOU(FM) Boston, WPHR(FM) Cleveland, WIRA(AM)-WOVV(FM) West Palm Beach-Ft. Pierce, Fla.; WEZI-AM-FM Memphis; WVSR-AM-FM Charleston, S.C.; WCIB(FM) Falmouth, Mass., and KCKN(AM)-KBCQ(FM) Roswell, N.M. KXXR has CHR format on 106.5 kw and antenna 981 feet above average terrain. *Broker: Media Venture Partners.*

KYEL-TV Yuma, Ariz. □ Sold by Beacon Broadcasters Ltd. to KB Media Inc. for $1.4 million cash at closing. **Seller** is headed by Robert L. Gilbertson and Duncan Fraser, and recently sold WCFT-TV Tuscaloosa, Ala. (''Changing Hands,'' Jan. 28). **Buyer** is headed by John A. Radeck (33.3%), William H. Sanders (33.3%) and Kenneth L. Bazzle (33.3%). Sanders is 5% shareholder of Downs Broadcasting Inc., licensee of WXFX-FM Prattville, Ala., and KDXR-FM Borger, Tex.; 80% stockholder of Martin Media Inc., general partner of Cal Valley Radio Ltd., licensee of KVFX(FM) Manteca, Calif.; 50% stockholder of Radeck Broadcasting Inc., general partner of Big Sky Broadcasting Ltd., li-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MOVIE ADVERTISING

Continued from page 61.

works sell time. "We have not found a way to use cable and be comfortable," said one studio marketing executive. One thing that bothers the executive about cable is that they, according to the studio executive, try to sell as much inventory as possible in the upfront leaving little room for the scatter market: "They sell out too quickly."

Whether studio spending in 1991 will continue to increase at 1990's overall pace remains to be seen. Hollywood, in a very loud manner, has indicated that at least for now big budget pictures and marketing bonanzas may take a back seat to the bottom line. Several big budget films released last year did not command the box office draw that the studios were hoping for, and most are said to be re-evaluating their strategy. How that will affect the broadcasting industry is unknown. Said one studio executive: "As production costs have escalated, so have marketing costs. We have been somewhat conservative watching overhead and to do it wisely you have to look at both production and marketing."

Despite disappointing earnings for some studios last year, the bottom line also says that films—whether big budget or small budget—need heavy promotion and advertising—and it could turn out that while the films may look different this year, of marketing isn't.

One area of heavy spending by studios is the local/retail category. Although many of these "local" buys are done through rep firms, they are generally classified as local buys. Also, many studios conduct buying through regional agencies or directly with exhibitors.

However, last year local/retail spending for the six studios tracked by BROADCASTING was up only 1.3%. Time Warner's Warner Brothers Studio cut its spending in that category by 7.5% to about $26.7 million. And although 20th Century Fox, Paramount and Walt Disney increased spending in that category by more than 30%, they did not increase the overall category by much.

One reason for the decline may have been the heavily discounted network scatter rates in the fourth quarter that saw many advertisers pull money from other budgets and put it into network. West Coast station reps contacted by BROADCASTING are optimistic that the second quarter will be a good one. Marty Ozer, president, Katz Independent Television, said that first-quarter spending by the studios was up over last year despite the loss of some money to the networks. Now, with the networks said to be re-evaluating their pricing and considering raising their rates, the reps are hopeful that the flow of business will pick up again. **—JF**

INFOMERCIALS

Continued from page 63.

Guthy-Renker, the association is now searching for an executive director, much of whose job will be devoted to enforcement of those guidelines.

Three years ago, he said, more than half the infomercials on the air would have violated the guidelines, which require identification of sponsors, and which prohibit misleading viewers about a product's effectiveness or about the commercial nature of the program.

NIMA, he said, faces difficulties in attempting to "wash our hands of old methods" of infomercial production and presentation yet being barred by antitrust law from forcing producers to join the association or, therefore, ultimately to abide by its guidelines.

The seven defendants named by Morales include Synchronal, Omexin Corp., Smoothline Inc., and two current and one former Synchornal executive. The three infomercials are *Looking Closer*, promoting Omexin, a nonprescription baldness remedy; *Straight Talk*, "designed to sell Anushka Body Contouring Program" creams, gels and pills to help remove cellulite, and *Men's Health Forum*, which promotes the Kurk Clinic Program impotence remedy. Wachtel said the Omexin and Kurk products have not been marketed in the past year. **—PDL**

STOCK INDEX (CONT.)

EQUIPMENT & MANUFACTURING

		Closing Wed Mar 20	Closing Wed Mar 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	88 1/8	87 1/2	5/8	00.71	14	19,561
N	(ARV) Arvin Industries	23 1/8	23	1/8	00.54	21	434
O	(CCBL) C-Cor Electronics	8	6 1/2	1 1/2	23.07	8	34
O	(CTEX) C-Tec Corp.	16	15 1/4	3/4	04.91	-30	263
N	(CHY) Chyron	13/16	7/8	– 1/16	– 07.14	-2	9
A	(COH) Cohu	12 1/8	12 1/8		00.00	9	23
N	(EK) Eastman Kodak	42 5/8	41 7/8	3/4	01.79	43	13,829
N	(HRS) Harris Corp.	25 1/2	25 1/8	3/8	01.49	8	1,022
N	(IV) Mark IV Indus.	11 1/4	11 3/8	– 1/8	– 01.09	2	152
O	(MATT) Matthews Equip.	2 9/16	2	9/16	28.12	128	15
O	(MCDY) Microdyne	9 3/8	7 5/8	1 3/4	22.95	133	39
O	(MCOM) Midwest Comm.	3/4	15/16	– 3/16	– 20.00	2	2
N	(MOT) Motorola	58 3/8	58 1/4	1/8	00.21	14	7,677
A	(PPI) Pico Products	5/8	7/8	– 1/4	– 28.57		2
N	(SFA) Sci-Atlanta	17 3/4	16 1/4	1 1/2	09.23	10	398
N	(SNE) Sony Corp.	47 5/8	49	– 1 3/8	– 02.80	25	15,808
N	(TEK) Tektronix	23 5/8	23 1/2	1/8	00.53	-8	686
N	(VAR) Varian Assoc.	45 3/8	41 1/2	3 7/8	09.33	-216	868
O	(WGNR) Wegener	13/16	1 1/8	– 5/16	– 27.77	-5	5
N	(ZE) Zenith	8 1/2	8 1/4	1/4	03.03	-3	227

SERVICE

		Closing Wed Mar 20	Closing Wed Mar 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AFTI) Am. Film Tech.	6	6		00.00	20	58
O	(BSIM) Burnup & Sims	9 1/2	9 5/8	– 1/8	– 01.29	105	119
A	(CLR) Color Systems	3 5/8	3 1/2	1/8	03.57	-4	33
N	(CQ) Comsat	27 1/2	26	1 1/2	05.76	9	514
N	(CDA) Control Data	11 7/8	11 3/8	1/2	04.39	-2	505
N	(DNB) Dun & Bradstreet	47 3/8	45 1/8	2 1/4	04.98	17	8,644
N	(FCB) Foote Cone & B.	25 3/8	25 1/8	1/4	00.99	13	274
O	(GREY) Grey Adv.	134	142	– 8	– 05.63	12	151
O	(IDBX) IDB Commun.	9	7 3/4	1 1/4	16.12	100	57
N	(IPG) Interpublic Group	44	43 1/2	1/2	01.14	19	1,504
N	(OMC) Omnicom	29 1/4	26 3/4	2 1/2	09.34	14	767
O	(RTRSY) Reuters	46	47 1/2	– 1 1/2	– 03.15	21	19,829
N	(SAA) Saatchi & Saatchi	1 1/8	1 1/8		00.00	-1	178
O	(TLMT) Telemation	1/4	1/4		00.00		1
O	(TMCI) TM Commun.	1/4	1/4		00.00	-1	5
A	(UNV) Unitel Video	8 5/8	8 3/8	1/4	02.98	-14	13
O	(WPPGY) WPP Group	5 1/8	5 1/8		00.00	1	210

Standard & Poor's 400	444.63	436.62	+ 8.01	+ 1.8%

■ **Boyce, LA** KBCE(FM) 102.3 mhz—March 11 application for CP to change ERP: 25 kw H&V; ant.: 88. m.; class: C3 (per docket #89-463).

■ **Mesquite, NV** KIPP(FM) 97.5 mhz—Jan. 24 application for mod. of CP (BPH880615MD) to change ant.: 299 m.; change TL: 20 km W of Mesquite, NV, and 9 km N of U.S. Hwy. 15.

■ **Holdenville, OK** KHUD(FM) 106.5 mhz—March 11 application for mod. of CP (BPH880707MC) to change ERP: 4.5 kw H&V; change ant.: 62 m.

■ **Barnwell, SC** WBAW-FM 101.7 mhz—March 11 application for CP to change ERP: 25 kw H&V; change Channel to 256C3 (per docket #89-489).

■ **Gatlinburg, TN** WDLY(FM) 105.5 mhz—March 11 application for CP to change ERP: .654 kw H&V; ant.: 294 m.

■ **Jasper, TX** KJAS(FM) 100.9 mhz—March 6 application for CP to change ERP: 50.0 kw H&V; change ant.: 150 m.; change TL: 4 mi N of Curtiss, TX.

■ **Chase City, VA** (no call letters) 99.9 mhz—March 4 application for mod. of CP (BPH880107NH) to change ERP: 25 kw H&V; change channel to 260C3 (per docket #89-601).

Actions

AM's

■ **Brawley, CA** KROP(AM) 1300 khz—March 12 application (BP900803AF) granted for CP to change TL: .43 mi E of Hwy. 111, 2.6 mi SE of Brawley, CA and make changes in antenna system.

■ **Douglas, GA** WDMG(AM) 860 khz—March 18 application (BP900625AC) granted for CP to change TL: to Georgia 32, 2.9 km E of Douglas, GA 31 30 23N 82 49 10W.

■ **Scottsville, KY** WLCK(AM) 1250 khz—March 12 application (BP900907AE) granted for CP to reduce power to 860 watts; correct coordinates to: 36 44 25N 86 10 31W; and make changes in antenna system.

■ **Laurel, MD** WILC(AM) 900 khz—March 12 application (BMP901228AA) granted for mod. of CP (BP880204AD) to make changes in antenna system and reduce day power to 1.9 kw.

FM's

■ **Pago Pago, AS** KSBS-FM 92.1 mhz—March 14 application (BPH900816II) granted for CP to change ERP: 15 kw H&V; change ant.: -28 m.; change to class C3.

■ **Payson, AZ** KRMM(FM) 101.1 mhz—Feb. 27 application (BMPH890811IF) granted for mod. of CP (BPH860212MF) to change ERP: 88.3 kw H, 80.87 kw V; TL: 5 mi Electronics Site, Hwy. 87, 2.7 km NW of Strawberry, AZ; class: C1 (per docket #88-118).

■ **Wynne, AR** KWYN-FM 92.7 mhz—March 18 application (BPH901203IB) returned for CP to change freq: 92.5 mhz; change ERP: 25 kw H&V; ant.: 100 m.; TL: app. 4.1 mi SW of City of Wynne, AR on Rural Rd. 131 degrees; change to class C3 (per docket #89-529).

■ **Ellijay, GA** WLJA-FM 93.5 mhz—March 14 application (BPH900410ID) granted for CP to change ERP: 6 kw H&V; change ant.: 83 m.

■ **Chicago** WXAV(FM) 88.3 mhz—March 11 application (BMPED910129ID) granted for mod. of CP (BPED880324MA) to change ERP: .150 kw H&V; ant.: 39 m.; TL: 10044 S Central Park, Chicago, IL.

■ **Decatur, IL** (no call letters) 93.1 mhz—March 12 application (BMPH901106IB) granted for mod. of CP (BPH880407MU) to change ERP: 6 kw H&V (max-)(directional antenna).

■ **Belle Chasse, LA** KNOK(FM) 102.9 mhz—March 7 application (BMPH901231IC) granted for mod. of CP (BPH900531IE) to change ERP: 5.2 kw H&V; ant.: 184 m.; class: C3; TL: 3900 Mariette St., Chalmette, St. Bernard Parish, LA (per docket #89-569).

■ **Ludington, MI** WKLA-FM 106.3 mhz—Feb. 27 application (BPH900920IF) granted for CP to change ERP: 4.05 kw H&V; change ant.: 122 m.; TL: the tower site is located 600 ft. N on Ehler Rd. and 1000 ft. E of Jebavy Rd. and 9.8 km bearing 192 degree to Ludington.

■ **Rochester, MN** KRCH(FM) 101.7 mhz—March 12 application (BPH900710IB) granted for CP to change ERP: 39.1 kw H&V; change ant.: 169 m.; TL: 2.65 km NE of Village of Danesville, Milton Township State of Minnesota; change to class C2 (per docket #89-321).

■ **Belgrade, MT** KGVW-FM 96.7 mhz—March 12 application (BPH901025IB) dismissed for CP to change ant.: 212.4 m.; TL: High Flat, 11 mi W-SW of Bozeman, MT.

■ **Winnebago, NE** KSUX(FM) 105.7 mhz—March 11 application (BPH900911IE) granted for CP to change ERP: 50 kw H&V; change ant.: 141 m.; change to class C2 (per docket #88-502).

■ **Fayetteville, NC** WFSS(FM) 88.1 mhz—March 11 application (BPED860811MF) granted for CP to change freq: 91.9 mhz; change ERP: 100 kw (max).

■ **Knoxville, TN** WIVK-FM 107.7 mhz—March 12 application (BPH900730IB) granted for CP to change ERP: 96 kw H&V; change ant.: 626 m.; TL: on Greentop Mountain, 4.7 km at 304.9 degrees (T) from Walden Creek, TN.

■ **Clifton, TX** KWOW(FM) 103.3 mhz—March 19 application (BPH910108IA) returned for CP to change ERP: 8.369 kw H&V; change ant.: 175 m.; TL: State Rte. 708, 6.5 mi E of Clifton, TX; change class: C3 (per docket #89-568).

■ **Livingston, TX** KETX-FM 92.1 mhz—March 6 application (BPH880613IA) granted for CP to change ERP: 50 kw H&V; change freq: 92.3 mhz; and change class A to class C2.

■ **Pacos, TX** KPTX(FM) 98.3 mhz—March 11 application (BPH901119IH) returned for CP to change ERP: 6 kw H&V; change ant:: 99.9 m.; TL: 1.7 mi N of U.S. Hwy. 80, 10 mi NE of Pecos, TX.

■ **Staunton, VA** WSGM(FM) 93.5 mhz—March 4 application (BPH900830IF) granted for CP to correct coordinates: 38 10 32N 79 04 12W.

■ **Ravenswood, WV** WRZZ(FM) 102.3 mhz—March 12 application (BMLH900510KB) returned for mod. of license to increase ERP: 1.84 kw H&V (pursuant to docket #88-375).

■ **Shawano, WI** WOWN-FM 99.3 mhz—March 19 application (BPH910104IA) returned for CP to change ERP: 13.9 kw H&V; ant.: 134 m.; TL: SE corner of the SE Quarter of section 5, town of Angelica, WI; class: C3; other: change of antenna system from Omni-Directional to Directional (per docket #89-511).

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1852-1

Broadcasting Apr 8

Reaching over 117,000 readers every week 60th Year 1991

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Buena Vista takes chance on lottery; Worldvision mulls 'Peaks' possibilities

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Station stunts: humor or hoax?; real revenue growth nominal in '91

BUSINESS / 58
Malrite Communications: Two years after the buyout

WASHINGTON / 68
BROADCASTING finds FCC tax certificate program boosts minority ownership

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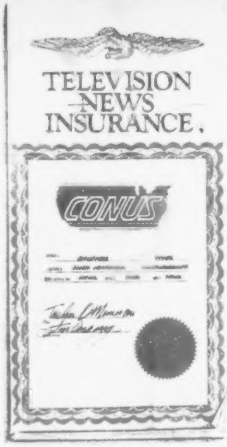

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End of the road for fin-syn? • Advancing the NAB

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20814SR1 418901 2C2
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4520 EAST-WEST HWY
BETHESDA MD 20814

THIS WEEK

19 / NEW PLAN

The FCC majority late last Friday revised their fin-syn plan to allow the networks to acquire foreign syndication rights in outside-produced programing.

21 / CABLE SALES ACTIVITY

Although money remains tight and the cable industry continues to be burdened by highly leveraged transaction classifications, there are growing signs that potential buyers are positioning themselves for cable system purchases, which could reignite trading activity. At what price level, however, is uncertain.

22 / NBC LEAD

NBC will win its sixth straight prime time ratings victory over second-place ABC, in one of the most hotly contested, three-network races in more than 25 years.

23 / 'NEGATIVE' IMPACT

National Association of Broadcasters President Eddie Fritts said the NAB is worried about a number of Bush administration proposals the NAB feels will have a "negative" impact on the industry.

24 / NCAA RECAP

Despite a drop in average tournament and championship game ratings compared to last year's NCAA Basketball Tournament, CBS claimed victory for the first year of its $1 billion seven-year college basketball experiment, saying CBS will earn at least a small profit from its three-week, 65-hour slate of games.

Top-rated 'Cheers' helped NBC to a narrow victory (page 22)

25 / NEW 'TODAY'

NBC News has permanently replaced *Today* co-anchor Deborah Norville, who has been on maternity leave, with substitute co-anchor Katherine Couric.

25 / FNN BID

Bankruptcy court chooses CNBC's $115 million bid for FNN over the Dow Jones-Group W offer. However, the latter hasn't given up hope of acquiring the network.

26 / MANAGEMENT CHANGES AT ORION

Orion Pictures Corp. reorganized its top management last week and continues to explore ways to reduce its heavy debt load. The new Orion hierarchy has executive vice president William Bernstein becoming president and chief executive officer.

27 / ADVANCE ON LAS VEGAS

The HDTV World Conference & Exhibition, digital audio broadcast demonstrations and appearances by FCC and Capitol Hill policymakers are among the events planned for the NAB annual convention in Las Vegas, April 15-18 (see agenda beginning on page 29). Additionally, some 425,000 square feet of exhibit space has been sold (see page 36 for a list of firms exhibiting there), with radio exhibits accounting for a fourth of that.

46 / LOTTERY GAME

Buena Vista Television has acquired the rights to distribute a half-hour lottery game strip for fall 1992. A new national lottery game is being developed for the program by a consortium of lottery organizations from 33 states and Washington, D.C., that sold BVT the rights to the show. It is estimated the new televised game would generate about $900 million in annual revenue, with roughly half of that given away in winnings.

47 / SYNDICATION DEALS AT NAB

For the first time in 20 years, syndicators officially will return to the annual NAB convention. But with most syndicated series already topping 80% clearances, programing sales may be overshadowed by the exchange of programing development ideas with station executives. One pitch: Worldvision Enterprises will be talking about the possibility of picking up *Twin Peaks* for first-run syndication if ABC should cancel the series at the end of this season.

48 / FOX BLOCKS

The Fox Children's

Network is changing its fall strategy. Instead of scheduling two strips in the afternoon, it will launch one new afternoon show and start a new weekday morning block by shifting *Peter Pan* from the afternoon to 8 a.m., Monday-Friday.

50 / CAB'S 10-YEAR CLIMB

The Cable Television Advertising Bureau began 10 years ago, funded initially with about $350,000. That budget is now $4 million, and this year cable advertising will reach about $3 billion—$2.1 billion of which will come from national advertising sales.

51 / CABLE UPFRONT

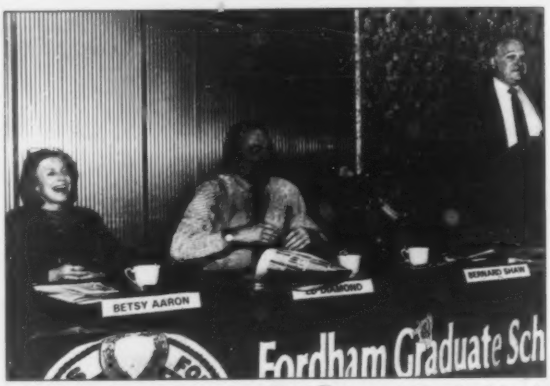
Cable executives and advertisers are making predictions of what the cable upfront selling season will look like. So far, the opinions are mixed.

54 / STUNTS

Many listeners expect humor on the radio, but some programing and/or marketing stunts may carry things a bit too far. How far can a station go before it runs into trouble with the FCC? Farther now than a few years ago, and farther than many complainants might expect, according to Chuck Kelly, chief of the FCC Mass Media Bureau Enforcement Division.

57 / NEWS CORP. TO CUT COSTS BY 10%

News Corp. is planning to cut costs by 10% over the next 12 months, according to News Corp.'s Chief Operating Officer Gus Fisher. He told the Australian Financial Review that the cuts would hit every division, although that does not mean that each division will be equally affected.



Fordham panel—Betsy Aaron, CBS; Ed Diamond, 'New York,' and Bernard Shaw, CNN—discuss censorship in Gulf war with Fordham's William Small (far right) (page 71).

58 / THE MALRITE STORY

Investors are carefully studying Malrite Communications, one of the largest radio group owners and Fox TV affiliate groups. The company went private two years ago in a leveraged buyout from which it now faces some bills while operating in a weaker than expected ad environment.

60 / DELIVERY DEBATE FOR PIZZA HUT

A battle between television rep firms and the West Coast office of advertising agency BBDO has broken out over the last two months because of the agency's attempt to bypass reps and buy advertising time for its client, Pizza Hut, directly from the TV stations. Caught in the middle of the rep-agency battle are the television stations. Los Angeles Television Rep Association (LATRA) is planning to meet with BBDO and executives from BBDO clients Pizza Hut and Sizzler Restaurants. Although BBDO currently is not trying to make direct buys for Sizzler, their expected presence at the meeting suggests that it may also be in line for direct buys.

64 / TEST AND DELIVER

FCC Chairman Alfred Sikes tells the commission's advisory committee on advanced television service that it must "deliver" evidence of progress in the selection of an HDTV transmission system. Sikes said, however, he understands the reasons for the delay in testing at the Advanced Television Test Center, which will now begin in July rather than this month.

66 / STILL IN THE RACE?

Since February 1990, Cablevision Systems Chairman Charles Dolan has sought to convince cable operators that DBS is a viable ticket to channel capacity expansion. A year later, despite gathering claims that video compression will do the trick for plants large and small, Dolan, Hughes Communications and Stanley S. Hubbard decline to change their DBS tune.

68 / TAX CERTIFICATES

According to a BROADCASTING survey, the FCC's 15-year-old tax certificate program has boosted minority ownership or control of dozens of television and radio stations.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 3/25	ABC 25.6 / 41			BARBARA WALTERS (4) [18.5 / 31] 18.1 / 30	18.9 / 31	ACADEMY AWARDS (1) [28.4 / 40] 26.3 / 40	29.2 / 44	30.7 / 48	30.5 / 50
	CBS 9.6 / 15			EVENING (41) SHADE 11.3 / 18	MAJOR (40) DAD 11.8 / 18	MURPHY (41) BRWN 11.3 / 17	DESIGN (45) WOMN 10.6 / 16	TRLS OF R. O'NEILL (53) [6.3 / 11] 6.5 / 11	6.0 / 11
	NBC 10.2 / 16			FRESH (36) PRINCE 12.4 / 19	BLOSSOM (45) 10.6 / 16	MONDAY NIGHT MOVIE—TERROR ON THE BLACKTOP (52) [9.6 / 15] 8.7 / 13	9.3 / 14	10.1 / 16	10.2 / 18
TUESDAY 3/26	ABC 13.5 / 23			WHO'S THE (25) BOSS 13.8 / 23	DAVIS (23) RULES 13.9 / 22	ROSEANNE (5) 18.1 / 28	COACH (6) 16.9 / 28	EDDIE DODD (57) [9.2 / 18] 9.4 / 17	9.0 / 18
	CBS 11.2 / 19			RESCUE 911 (21) [14.3 / 23] 14.1 / 23	15.2 / 24	13.7 / 22	TUESDAY NIGHT MOVIE—ANTAGONISTS (66) [8.0 / 15] 8.2 / 13	7.9 / 15	7.9 / 16
	NBC 14.4 / 24			MATLOCK (14) [15.4 / 25] 14.7 / 24	16.1 / 25	HEAT OF NIGHT (17) [14.8 / 24] 14.5 / 23	15.2 / 25	LAW AND ORDER (34) [12.6 / 24] 13.0 / 24	12.2 / 24
WEDNESDAY 3/27	ABC 11.6 / 20			WONDER (34) YEARS 12.6 / 21	GROWING (22) PAINS 14.1 / 23	DOOGIE (28) M.D. 13.3 / 22	ANYTHING (33) LOVE 12.8 / 21	EQUAL JUSTICE (64) [8.6 / 16] 8.7 / 16	7.8 / 15
	CBS 9.9 / 17			48 HOURS (68) [7.8 / 13] 7.9 / 13	7.8 / 13	JAKE AND THE FAT MAN (44) [10.9 / 19] 10.6 / 17	11.0 / 18	11.3 / 20	10.6 / 21
	NBC 13.7 / 24			UNSLVD. MYSTERIES (7) [16.8 / 28] 16.6 / 28	16.9 / 28	NIGHT (30) COURT 13.2 / 22	DEAR (43) JOHN 11.1 / 19	QUANTUM LEAP (39) [12.1 / 23] 11.7 / 21	12.5 / 24
THURSDAY 3/28	ABC 8.0 / 14			FATHER DOWLING (58) [9.1 / 16] 8.9 / 15	9.2 / 16	TWIN PEAKS (76) [6.2 / 10] 6.4 / 11	5.9 / 10	PRIMETIME LIVE (60) [8.8 / 16] 8.9 / 1[illegible]	8.7 / 16
	CBS 9.9 / 17			TOP COPS (60) [8.8 / 15] 8.0 / 14	9.5 / 16	ANTAGONISTS* (63) [8.6 / 14] 8.4 / 14	8.7 / 15	KNOTS LANDING (38) [12.3 / 22] 12.1 / 21	12.5 / 23
	NBC 17.0 / 29			COSBY (16) 15.2 / 26	DIFFERENT (8) WORLD 16.6 / 28	CHEERS (2) 20.6 / 34	WINGS (12) 16.2 / 28	L.A. LAW (8) [16.6 / 30] 16.6 / 29	16.6 / 31
	FOX 9.0 / 15			SIMPSONS (36) 12.4 / 21	BABES (69) 7.5 / 13	BEVERLY HILLS, 90210 (71) [7.2 / 13] 7.6 / 13	8.4 / 14		
FRIDAY 3/29	ABC 14.7 / 26			FULL (11) HOUSE 16.4 / 30	FAMILY (10) MAT. 16.5 / 29	PERFECT (19) STRAN. 14.5/ 26	BABY (28) TALK 13.3 / 23	20/20 (27) [13.3 / 23] 13.6 / 25	13.5 / 26
	CBS 9.4 / 17			GUNS OF PARADISE (62) [8.7 / 16] 8.4 / 15	9.1 / 16	DALLAS (50) [10.0 / 18] 9.9 / 17	10.1 / 18	TRUE DETECTIVES (54) [9.2 / 18] 9.2 / 17	9.6 / 18
	NBC 10.4 / 19			MOVIE OF THE WEEK—THE SOUND OF MUSIC (49) [10.4 / 19] 7.2 / 13	8.6 / 15	10.8 / 19	11.7 / 21	12.4 / 22	11.6 / 22
	FOX 5.0 / 9			AMR'S MOST WANTED (74) [6.4 / 12] 6.3 / 12	6.5 / 12	AGAINST THE LAW (84) [3.5 / 6] 3.5 / 6	3.5 / 6		
SATURDAY 3/30	ABC 9.0 / 16			YOUNG RIDERS (64) [8.3 / 15] 7.8 / 15	8.9 / 16	SATURDAY NIGHT MOVIE—EVERYBODY'S BABY: JESSICA (54) [9.4 / 17] 7.2 / 13	8.3 / 15	10.0 / 18	12.2 / 24
	CBS 14.0 / 26			CBS NCAA BASKETBALL CHAMPIONSHIP (13) [15.7 / 29] 12.8 / 25	14.7 / 28	14.6 / 27	17.0 / 30	17.7 / 32	FLASH SP. (70) 7.3 / 14
	NBC 11.3 / 21			AMEN (52) 9.6 / 18	DOWN (51) HOME 9.7 / 18	GOLDEN (20) GIRLS 14.4 / 26	EMPTY (31) NEST 13.1 / 23	CAROL & COMPANY (45) [10.6 / 20] 10.5 / 19	10.7 / 21
	FOX 5.4 / 10			T. HIDDEN (79) VIDEO 5.7 / 11	YEAR- (83) BOOK 3.8 / 7	COPS (78) 5.9 / 11	COPS 2 (76) 6.2 / 11		
SUNDAY 3/31	ABC 12.3 / 22	LIFE GOES ON (71) [7.2 / 14] 6.3 / 13	8.0 / 15	AMR. FUN (14) VIDEO 15.4 / 27	AMR. FUN. (18) PPLE. 14.7 / 25	ABC SUNDAY MOVIE—PALE RIDER (26) [13.8 / 23] 12.3 / 21	13.8/ 23	13.7 / 24	13.7 / 25
	CBS 14.8 / 27	60 MINUTES (3) [19.3 / 38] 18.4 / 38	20.1 / 38	MURDER SHE WRT. (23) [13.9 / 24] 13.2 / 23	14.6 / 25	CBS SUNDAY MOVIE—EYES OF A WITNESS (32) [13.0 / 23] 14.3 / 24	13.0/ 22	12.7 / 22	11.8 / 22
	NBC 7.5 / 13	PETER PAN (54) [9.4 / 16] 5.3 / 11	5.6 / 11	5.6 / 10	6.1 / 10	NBC SUNDAY NIGHT MOVIE—BLACK JACK SAVAGE (54) [9.4 /16] 9.0 / 15	9.6 / 16	9.6 / 17	9.6 / 18
	FOX 7.2 / 13	TRUE CLR.(82) 4.3 / 9	P. LEWIS (81) 5.2 / 10	LIVING (59) COLOR 9.0 / 16	GET A LIFE (73) 7.1 / 12	MRD. WITH (48) CHILD. 10.5 / 18	BEVERLY HILLS, 90210 (71) [7.2 / 13] 7.6 / 13	7.3 / 13	6.8 / 13

WEEKLY PRIME TIME AVERAGE	ABC 13.5 / 25	CBS 11.4 / 20	NBC 11.8 / 21	FOX 6.8 / 12
SEASON PRIME TIME AVERAGE	ABC 12.5 / 21	CBS 12.3 / 20	NBC 12.7 / 21	FOX 6.4 / 10

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

REAL REVENUE GROWTH SHOULD BE NOMINAL IN '91

Revenue should rebound, but higher inflation will keep 'real growth' at modest level

Radio market revenue growth should increase to pre-1990 levels but, because of higher economic inflation, this growth will reflect only nominal real revenue growth. While top 50 market revenues should grow 7% in 1992 vs. 4.9% in 1991, much of that increase will be due to higher inflation rates, according to a market-by-market analysis conducted by Broadcast Investment Analysts, Washington.

PROJECTED MARKET REVENUE GROWTH

Markets	*1991*	*1992*	*1993*	*1994*
1-10	5.4%	7.0%	7.4%	7.8%
11-20	4.5%	6.9%	7.3%	7.6%
21-30	3.8%	6.6%	7.0%	7.3%
31-40	5.1%	7.2%	7.6%	8.0%
41-50	4.7%	7.3%	7.7%	8.1%
Top 50	4.9%	7.0%	7.4%	7.7%

According to the BIA study, based on data compiled from its "Investing In Radio" 1991 report, several factors could significantly impact 1991 (and future) revenue growth. These include the length and depth of the current economic recession, the progression of the Middle East situation, potential evaporation of national ad dollars, a depressed automobile industry and the loss of rate integrity in many markets. Also of significance is the fact that radio advertising growth increased at a slower rate than retail sales growth in 1986, 1989, 1990, and is no longer insulated from economic downturns. Additionally, bonus revenue generated and expected by the Olympic/election year combination will only be moderate at best in 1992.

Given this, radio growth will be modest in most markets in 1991, and the economic environment of 1991 should stimulate higher inflation in 1992 and beyond, the study concluded.

SECOND MISSISSIPPI AM TO BROADCAST ON FM

Opus Media Group's Jackson station affiliates with FM in same market; Opus has seven-year time broker and lease agreement with St. Louis-based CSB Broadcasting

Another Mississippi AM has been tapped for an affiliation agreement with an FM station in the same market. Coral Springs, Fla.-based Opus Media Group has signed a seven-year time broker and lease agreement with St. Louis-based CSB Broadcasting Inc. Under the terms of the agreement, Opus Media's WKXI(AM) Jackson, Miss., will lease the studios and air time of co-located WMJW(FM), where it will originate the urban contemporary sound to be broadcast on both outlets.

Last July, Spur Jackson Ltd. and Capstar Communications reached a similar agreement for WJDX(AM) and then WSLI-FM (now WJDX-FM, BROADCASTING, July 9, 1990).

CSB Broadcasting's WMJW(FM) is a class C FM licensed to Magee, Miss. The station currently airs an adult contemporary format. Opus Media's WKXI(AM) is one of the market's highest cuming stations, according to Tom Birch, chairman and CEO, Opus Media. The management team currently in place at WKXI will continue to program and sell the format. The stations will separate on Sundays for public affairs programing.

"What we have done is improve the rate structure in the market," said Birch. The group believes that by removing a weak voice and presenting an expanded version of an established station, the market, both operators and the listeners will benefit. "We are now actively looking to do this type of deal in every one of our markets," Birch said.

Opus Media Group Inc. is owned by Tom Birch and Raymond Quinn and also owns WSOK(AM)-WAEV(FM) Savannah, Ga., and KNAN(FM) Monroe, La. Birch and Quinn also own Emerald Coast Communications, the licensee of WWAV(FM) Fort Walton Beach, Fla.

CSB Broadcasting Inc. is owned by Steve Bunyard, who is also president of the Olympia Radio Networks and who, with partner Richard Dames, owns WVOC(AM)-WAAS(FM) Columbia, S.C.

1990's TOP 25 NETWORK RADIO ADVERTISERS

The Radio Network Association has released the top 25 network radio advertisers in 1990, as compiled by Ernst & Young. The list is compiled by rank only; dollar figures were not available.

1. **Sears Roebuck Co.**
2. **Volkswagen**
3. **AT&T**
4. **General Motors**
5. **Goodyear**
6. **Procter & Gamble**
7. **Ford Motor Co.**
8. **U.S. Government**
9. **Warner Lambert**
10. **Hershey Foods**
11. **Motel 6**
12. **K mart**
13. **General Foods**
14. **CNA Insurance**
15. **Miles Laboratories**
16. **Gateway Tapes**
17. **Campbells**
18. **Greyhound**
19. **CBS-TV**
20. **Chrysler Motors**
21. **Cotter & Co.**
22. **J.C. Penney**
23. **Miller Brewing**
24. **Marriott**
25. **State Farm Insurance**

CHANGING HANDS

WBYR(FM) Van Wert (Ft. Wayne, Ind.), Ohio □ Sold by Atlantic Resources Corp. to Southern Skies Corp. for $2.775 million. Price includes $2.325 million cash at closing and $450,000 note payable. **Seller** is headed by Chris Caggiano, and has no other broadcast interests. **Buyer** is headed by Jerry Atchly, and is licensee of KSSN(FM) Little Rock, Ark., and KLEO(AM)-KZSN(FM) Wichita, Kans. WBYR has classic hits format on 98.9 mhz with 50 kw and antenna 450 feet above average terrain. *Broker: Robert A. Chaisson Inc. and R.C. Crisler Co.*

KMMK(FM) Las Vegas □ Sold by Intermart Broadcasting of Las Vegas Inc. to George Tobin for $2 million cash at closing. **Seller** is headed by James E. Martin, and has 66% interest in WGCO(FM) Jessup, Ga., and 34% interest in WMMO(FM) Orlando, Fla. **Buyer** has no other broadcast interests. KMMK has light adult contemporary format on 103.5 mhz with 100 kw and antenna 353 feet above average terrain.

KHIT(AM)-KIIQ(FM) Reno, Nev. □ Sold by Reno Broadcasting Corp., in receivership, to Radio Associates of Reno Inc. for $1 million on terms. **Seller** is headed by Randy George, receiver. George is also receiver for KXGO(FM) Arcata, Calif. **Buyer** is headed by Ken Miller, Jerry Miller, Karen Wolfe and Bob Salmon, who own Radio Associates Inc., licensee of KMIX-AM-FM Modesto and KEWB(FM) Redding, both California. KHIT(AM) has country format on 1590 khz with 5 kw day. KIIQ(FM) has country format on 104.5 mhz with 25 kw and antenna 2,930 feet above average terrain. *Broker: Media Venture Partners.*

WACY(AM) Fenton, Mich. Sold by Deano Day Enterprises Ltd. to Statewide Broadcasting Systems Inc. for $600,000. Price includes $350,000 payable at 9%, $200,000 payable by October 1, 1991, and $250,000 as 10-year, interest-bearing note. **Seller** is headed by Deano Day, who is forming new company that will purchase station. **Buyer** is headed by Day (30%), Edward Derbabian (30%) William Wilcher (30%) and Mitchell D. Moen (10%), who is son of Day. Statewide is filing concurrent application for assignment of WELL(AM) Battle Creek and WELL(FM) Albion, both Michigan, from Triad Communications. WACY is fulltimer with country format on 1160 khz with 1 kw.

KDDB(FM) Bonne Terre, Mo. □ Sold by Owensville Communications Co. to Zindy Broadcasting Inc. for $350,000. Price includes $60,000 cash and balance on terms. **Seller** is headed by Marcus D. Jones and Tracy Jones, husband and wife. Marcus Jones has interest in KEZP(FM) Canadian, Tex., and has CP for FM in Alexandia, La. **Buyer** is Stephen B. Jones (no relation to seller), and has no other broadcast interests. KDDB has country format on 104.3 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: R.E. Meador & Associates.*

WKIT-AM-FM Brewer, Maine □ Sold by Sunspot Broadcasting Co. Inc., debtor in possession, to H & L Broadcasting Inc. for $293,000. Price includes $276,000 cash at closing and $17,000 earnest money deposit. **Seller** is headed by John J. Pineau, who is 50% shareholder of Airborne Broadcasting Co. Inc., licensee of WXGL-FM Lewiston, Maine. **Buyer** is headed by Eric D. Hake (50%) and Raymond H. Lynch (50%), and has no other broadcast interests. WKIT(AM) is fulltimer with adult contemporary format on 1200 khz with 10 kw-U. WKIT-FM has adult contemporary format on 100.3 khz with 16 kw and antenna 882 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$1,374,500** □ **6**
FM's □ **$4,675,000** □ **3**
AM-FM's □ **$293,000** □ **1**
TV's □ **$20,000** □ **1**
Total □ **$6,362,500** □ **11**

Year to Date:
AM's □ **$13,317,140** □ **56**
FM's □ **$68,534,100** □ **71**
AM-FM's □ **$95,451,054** □ **54**
TV's □ **$91,144,000** □ **22**
Total □ **$268,446,294** □ **203**

For 1990 total see Jan. 7, 1991 BROADCASTING.

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Continued from page 53.

channel, and what to do if more than three networks are carried on one system, have not been formulated.

The other, latest idea to help the channel situation, but in a futuristic way, has been proposed by Request Television. It has held cursory discussions with the PPV Olympics about offering a four-to-one compression scheme using General Instrument's DigiCable that would not fix the channel crunch, but would reduce the need for transponder space, and create a permanent PPV upgrade after the Olympics are over. It would take significant capital expenditures though, additionally costing about $1,500 per channel, or $6[illegible]00 per headend for operators. Although this would get the signal from the uplink to the headend, "we'd still be faced though, with the problem of getting that signal to the cable subscriber," said Lafferty, who said the next step is to evaluate the interest of cable affiliates in such an investment, because their money as well would be required to make this project work.

As the channel capacity issue continues to loom, most major MSO's continue to hold off signing affiliation agreements, although Lafferty said at least one top 10 MSO is expected to sign in the next week or two, as well as a dozen smaller ones. For those MSO's that have already signed on to carry the Olympics, they do not have all, if any, of the answers, either.

In signing up for carriage, operators are being offered two different contracts: one for addressable subscribers and one for nonaddressables. Cencom, which signed a deal at the NCTA show, has signed an affiliation agreement for only its addressable subscribers, which make up 300,000 of its 500,000 subscribers. "We are going through a step-by-step process, concentrating on the urban, fully addressable systems first," said John Clark, vice president, marketing and programing for Cencom. Although in its major markets of St. Louis and southern California, where it has three and four channels of PPV, Cencom is still having a tough time figuring out just how to carry the Olympics, said Clark. "And if channel space is a problem in L.A., it certainly will be one in nonaddressable systems," he said.

Scripps Howard signed contracts covering both addressable and nonaddressable subscribers at the NCTA convention two weeks ago, and along with Cencom and others is eligible for the extra 2% split that was available to MSO's who signed on by March 31. "It was a no-brainer to sign on already," said Wayne Vowell, vice president, marketing and programing. With retail pricing and splits essentially decided, Vowell said he did not think it was necessary to have the channel issue already figured out before committing to the project. Using local access channels is a possibility, as is using part-time channels.

Although operators groan about the fact that revenue splits will likely not be 50-50, one consolation is that they are somewhat higher for nonaddressable systems, in reponse to the extra cost that will be needed there, say operators. But figuring out the complex charts the Olympics have come up with to determine splits is proving to be challenging, to say the least. Says Clark: "I don't want to say the formula is complicated, but when I did my taxes, I mistakenly grabbed the NBC Cablevision Olympics schedule, and almost ended up paying a 60% royalty on my income to the IRS."

The Olympics continue to be a breeding ground for confusion and misconception, even on the programing itself. Dick Ebersol, president of NBC Sports, said he is angry at perceptions that the PPV Olympics is a "dumping ground" for events not good enough for NBC's broadcast coverage. That perception, he said, comes from the Turner-CBS 1992 winter Olympics deal, which gives Turner 50 hours of programing CBS did not want, and was done before the NBC deal was put together. **-SDM**

CNN LEADS CABLE'S FIRST-QUARTER RATINGS CHARGE

Paced by CNN's coverage of the Persian Gulf war, the combined prime time ratings for 14 basic cable networks soared 21% in the first quarter of 1991, jumping from 15.3 to 18.5.

CNN's ratings jumped from a 1.3 to a 4.0 in the first quarter of 1991, while Headline News rose from 0.4 to a 0.7 in prime time. The two accounted nearly all of the ratings rise. But several other networks posted prime time gains, including USA, TNT, Lifetime, Nashville, Nick at Nite and VH-1. The biggest loser of CNN's viewership within the cable ranks was ESPN, which dropped from a 2.0 to a 1.5 in the quarter.

Since the war's end, CNN's ratings have fallen back. For the week March 25-31, CNN had a 1.2 rating/2 share in prime time and a 0.7/2.4 for the the full 24-hours, roughly its pre-war numbers.

Network	*Prime Time*				*Full Day*			
	1Q 1991 Rating	*HH*	*1Q 1990 Rating*	*HH*	*1Q 1991 Rating*	*HH*	*1Q 1990 Rating*	*HH*
CNN	4.0	2,297,000	1.3	688,000	2.9	1,637,000	0.7	383,000
WTBS	2.5	1,391,000	2.5	1,321,000	1.6	878,000	1.8	938,000
USA	2.4	1,331,000	2.3	1,172,000	1.3	724,000	1.2	627,000
TNT	1.6	815,000	1.5	605,000	0.9	473,000	0.9	365,000
ESPN	1.5	865,000	2.0	1,100,000	0.7	400,000	0.9	475,000
Lifetime	1.2	629,000	0.9	417,000	0.7	347,000	0.6	267,000
TNN	1.1	579,000	1.0	476,000	0.5	272,000	0.5	245,000
Discovery	1.0	523,000	1.0	463,000	0.5	280,000	0.5	251,000
HN	0.7	336,000	0.4	154,000	0.6	282,000	0.4	152,000
A&E	0.6	296,000	0.7	307,000	0.4	192,000	0.3	115,000
MTV	0.6	317,400	0.6	NA	0.5	264,500		NA
Nickelodeon					1.2	638,400		NA
Nick at Nite	1.0	532,000	0.9	NA	0.6	319,200		NA
VH-1	0.3	116,000	0.2	NA	0.2	77,400		NA

Notes: Figures are network estimates. All data supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not on the entire television universe. USA's prime time is 7-11 p.m.; Family Channel's is 8-10 p.m.; Discovery and Nashville Network's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

March 13 by Acting Chief, Allocations Branch, Mass Media Bureau.)

■ **Randolph and Brandon, both Vermont** Effective May 13, amended FM Table by substituting Channel 271C3 for Channel 272A at Randolph; modified license of WCVR-FM accordingly; substituted Channel 268A for Channel 270A at Brandon; imposed site restriction on Channel 267A at Essex, NY. (MM Docket 89-487, by R&O [DA 91-336] adopted March 20 by Acting Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

ALLOCATIONS.

■ **Mark Pierce** Denied application of reporter for Ace Magazine for review of FOIA ruling denying him access to Commission documents concerning Field Operations Bureau's "Ten Most Wanted" unlicensed radio stations and operators. (By MO&O [FCC 91-86] adopted March 20 by Commission.)

■ **Centre, AL** Granted application of Cherokee Broadcasting Corp. for new FM on channel 290A; denied competing application of Radio Centre Inc.; dismissed application of Baker Enterprises. (MM docket 90-71, by ID [FCC 91D-12] issued March 18 by ALJ Edward J. Kuhlmann.)

■ **Texarkana, AR** Approved settlement agreement and dismissed with prejudice applications of B & H Broadcasting System Inc. and Dupre' Broadcasting Co.; resolved financial issue in favor of Jo-Al Broadcasting Inc., and granted its application for new FM on channel 284A in Texarkana. (MM docket 90-238 by Summary Decision [FCC 91D-13] issued March 19 by Chief ALJ Joseph Stirmer.)

■ **Paradise Valley, AZ** Granted application of Scottsdale Talking Machine and Wireless Co. Inc. for new FM on channel 290A; denied competing applications of Gil L. Lyons, Hope Valley FM Ltd., Patricia Hampton, American International Diversified and Paradise Valley Broadcasters. (MM docket 88-410 by Initial Decision [FCC 91D-11] issued March 15 by ALJ Joseph P. Gonzalez).

■ **Phoenix** Renewed license of KESZ(FM) for short-term, subject to reporting conditions and issued NAL for forfeiture of $15,000 for EEO violations; by separate action, consented to assignment of license for KESZ(FM) from Duffy II Corporation to Arizona Television Company and waived one-to-a-market rule. Action by Commission March 21 by MO&O [FCC 91-89] and Letter [FCC 91-90]; Report MM-530. Mass Media Action.)

■ **Englewood, FL** Affirmed decision by Review Board which granted application of Sandpiper Broadcasting Inc. for new FM on channel 290A; denied competing applications of Sarasota-Charlotte Broadcasting Corporation and Cawley Broadcasting Corportion, Inc. (MM docket 88-538 by MO&O [FCC 91-75] adopted March 14 by Commission.)

■ **Jacksonville, FL** Reversed action by Mass Media Bureau which rescinded grant of Nelson Broadcasting Corp.'s application for construction permit for FM booster station WIOI-FM1. (By MO&O [FCC 91-78] adopted March 14 by Commission.)

■ **Palm Bay, FL** Granted application of Palm Bay Radio, Inc., for new noncommercial FM on channel 212A over objections of Florida Institute of Technology. (By MO&O [FCC 91-77] adopted March 14 by Commission.)

■ **Las Vegas** Granted application of Tierra Alta Broadcasting, Inc., for new television station on channel 15, and denied competing applications of Lorraine Walker Arms and Echonet Corporation. (MM docket 89-80 by Initial Decision [FCC 91D-14] issued March 21 by ALJ Edward Luton.)

■ **Rochester, NY** Granted application of Victorson Group, Inc., for new FM on channel 290A; denied competing applications. (MM docket 88-558, by Decision [FCC 91R-26] adopted March 15 by Review Board.)

■ **Petersburg, VA** Granted application of Sandra M. Adair Vaughan for new FM on channel 262A, and denied competing application of Petersburg FM Broadcasters Limited Partnership. (MM docket 90-302 by Initial Decision [FCC 91D-15] issued March 21 by ALJ Joseph Chachkin.)

CALL LETTERS

Applications

Existing AM's

KBLA(AM)	KDAY Fred C. Sands Inc. T/A Redi Media; Santa Monica, CA
WBBE(AM)	WMAK Gizmo Communications Inc.; London, KY

Existing FM's

WKLZ(FM)	WJML-FM Northern Radio of Petoskey Inc.; Petoskey, MI
WSLE(FM)	WOBB Lovett Communications Inc.; Cairo, GA

Grants

New AM

WZQA(AM)	CSB Communications Inc.; Flowood, MS

New FM's

KDBX(FM)	Common Ground Broadcasting; Banks, OR
KLEO(FM)	Shaka Broadcasting Ltd.; Kahaluu, HI
KZUA(FM)	Navajo Broadcasting Co. Inc.; Holbrook, AZ
KZUB(FM)	Parity Radio Corporation; Tahoka, TX
KZUC(FM)	Washington State University; Ellensburg, WA
KZUD(FM)	Blue Mountain Broadcasting; Wilburton, OK
WIKK(FM)	S. Kent Lankford; Newton, IL
WLTN-FM	Profile Broadcasting Co. Inc.; Lisbon, NH
WMYB(FM)	Puritan Radiocasting Co., So[illegible]e, SC
WOHO(FM)	Gourd City Broadcasting G.P.; Mt. Gilead, OH
WPBK-FM	Pyramid Broadcasting Inc.; Whitehall, MI

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

NAB CONVENTION ISSUE

Broadcasting Apr 15

Reaching over 117,000 readers every week 60th Year 1991

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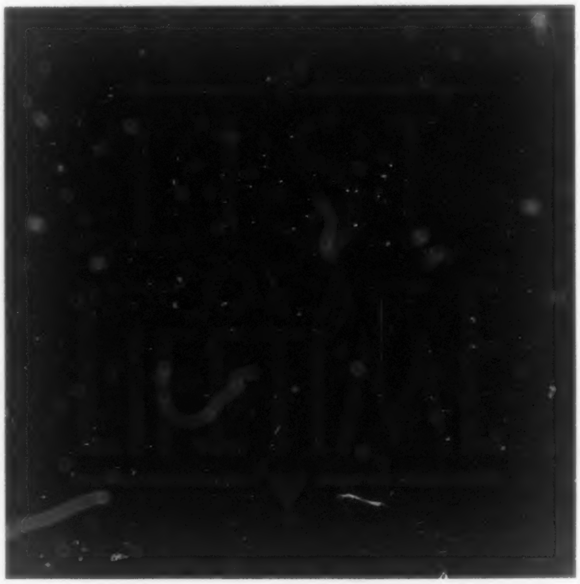
Networks square off on Saturday morning; syndication scorecard

RADIO / 72
AOR fragmenting as it crosses generation gap; annual format survey

BUSINESS / 82
How the pros forecast next year's ad revenues

WASHINGTON / 90
Children's TV rules adopted imposing ad limits, renewal requirements

UNIVERSAL PICTURES



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NAB PERSPECTIVE
Sizing up the business on convention eve

Broadcasting Apr15

THIS WEEK

Hollywood and networks condemned FCC's new fin-syn rules, vowing to petition for reconsideration and, if necessary, challenge rules in federal court (page 37)

35 / ALIVE AND KICKING

The bemoaning of broadcasting's future is to be expected, given current economic and financial conditions. But talk of the industry's demise is at the very least premature, as this survey of broadcasters' survivability details.

40 / FIN-SYN AFTERMATH

Last week, the FCC redefined the term network as part of its fin-syn ruling (page 37), and in the process made Fox Inc. very happy. The "big three" networks, however, clearly came away with a lot less than they asked for. By and large, network officials were still complaining that what the FCC gave in one breath, it took away in the next with footnotes and conditions.

Meanwhile, the studios and independent producers agree that the small and medium independent production companies stand to take the biggest hit from the new rules if adopted in their present form (page 41). (Details of the rules appear on page 93.)

42 / DAB FRUSTRATIONS

The FCC is frustrated by the technical and political controversies surrounding digital audio broadcasting and the pressures to solve them rapidly, said FCC Commissioner Ervin Duggan at last week's Annenberg Washington Program. Spectrum allocation issue is the major source of worry.

43 / ROSY OUTLOOK

National Association of Broadcasters President Eddie Fritts thinks broadcasters are bouncing back from the financial squeeze brought on by the Persian Gulf war and the current economic slump. Said Fritts in a preconvention interview with BROADCASTING: "While network shares have leveled off and we're in a soft advertising market, viewership is very strong right now." He also sees access to markets, control of broadcast signals and developing new technologies as fundamental Fifth Estate aims. (NAB's Las Vegas convention agenda begins on page 45; a list of exhibitors begins on 58.)

64 / SATURDAY MORNING COMPETITION

Music and sports celebrities are gaining favor as sources for TV network children's shows, according to the new Saturday morning schedules for the 1991-92 season. ABC and NBC are going after CBS's Saturday morning success, *Teenage Mutant Ninja Turtles*, with such pop celebrities as M.C. Hammer and "Home Alone" star Macaulay Culkin.

68 / PEGASUS PACKAGE

Columbia Pictures Television is offering a syndication package of 24 Tri-Star films, Pegasus III, which includes titles released between 1984 and 1990. The package includes "Glory," "Steel Magnolias" and "Look Who's Talking."

72 / THE AOR FORMAT

Album-oriented rock was born out of the free-form, progressive radio that got its start in the late 1960's. However, today's AOR roster also includes groups appealing to the teen and 18-24 heavier metal audience, while out of economic necessity maintaining its 25-44 (and broader 25-54) core. Add to that the influence of library-driven classic rock stations specifically oriented toward the nostalgic AOR listener, and the format is heading toward a micro-fragmentation similar to the splintering of adult contemporary programing.

Macaulay Culkin: Saturday morning star? (page 64)

74 / MATTER OF TASTE?

The FCC should not be legislating taste and should leave decisions on what children can hear on the radio up to their parents. That's according to some of the panelists during a discussion on regulation and censorship last week at American University.

75 / FOLLOWING THE FORMATS

Program directors are continuing to target the aging baby boomers and formats geared to that audience—oldies, adult contemporary, country and classic rock—are growing at accelerated rates, according to BROADCASTING's latest figures.

78 / CABLE OUTLOOK

While cable operators talked of trying to jump start local avail and spot business at the Cabletelevision Advertising Bureau conference in New York, advertisers attending said they are already looking beyond cable.

79 / SHOWTIME'S PAY IDEA

Showtime has begun discussing with cable operators its own version of an add-on pay service that adds another element for operators to consider in bolstering the pay category.

80 / PRELUDE TO FINAL DECISION

U.S. District Court Judge Harold Greene has scheduled two days of oral arguments in what appears to be the final public phase of his modified final judgment review of the information services ban placed on the regional Bell operating companies.

'Look Who's Talking' is part of Pegasus III package (page 68)

82 / AD FORECASTS

Over the past decades, a handful of industry experts have tested methods that give them an edge in figuring out what budgets will be, even before the orders are placed. Probably the predominant method used to forecast national television and radio revenue rests on a fundamental assumption: that national advertisers change their spending roughly in proportion to changes in the GNP.

84 / CHARTERING NEW GROUND

Charter Co., which markets petroleum products to utility companies and commercial users, will be the majority owner of Spelling Entertainment Inc. (SEI) Charter Co. is headed by Carl Lindner, who is also CEO of group owner Great American Communications Co. Aaron Spelling's decision to sell his 31.6% interest in SEI, coupled with Lindner's decision to sell GACC's stake in the entertainment company to Charter Co., leaves questions about the future of SEI as a publicly traded company, the future of GACC-owned Hanna-Barbara Productions and GACC's broadcast properties.

90 / FCC ENDORSEMENT

The FCC unanimously adopted rules implementing the Children's Television Act, imposing commercial time limits, requiring "educational and informational" programing targetted to children 16 years old and under, defining program-length commercials and making compliance to the new rules part of license renewal process.

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92 / FISCAL REQUEST

Although the five FCC commissioners were before the House Telecommunications subcommittee seeking authorization for FCC's fiscal years 1992 and 1993 budgets, most of their time was spent answering fin-syn questions. Nevertheless, Chairman Sikes did manage to request $133.5 million for 1992 and $163.5 million for 1993.

96 / TWO CHANNELS FOR 30 YEARS

Thirty years ago the FCC authorized FM stereo broadcasting—a key element in the band's eventual enormous success. Zenith's Carl Eilers, the principal developer of the FM stereo system, and Harold Kassens, who wrote the FCC report and order authorizing the new service, discuss the events leading to and following the commission's April, 1961, action.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. Broadcasting/Cable introduced in 1989. *Reg U.S. Patent Office. Copyright 1991 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate
TELEVISION
Broadcasting
Cable

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/1	ABC 14.0 / 22			FULL (11) HOUSE 16.2 / 26	WHO'S THE (4) BOSS 18.6 / 29	FAMILY (11) MAT. 16.2 / 25	BABY (34) TALK 13.4 / 21	COACH (48) 10.8 / 17	ANYTHING (62) LOVE 8.9 / 15
	CBS 16.0 / 25			EVENING (47) SHADE 10.9 / 18	PRELUDE (55) TO CHP 9.3 / 15	CBS NCAA BASKETBALL CHAMPIONSHIP (3) [19.4 / 30] 17.0 / 26	19.6 / 30	19.0 / 30	20.8 / 33
	NBC 16.0 / 25			SNL GOES (40) [12.5 / 20] COMMERCIAL 11.6 / 19	13.4 / 21	MONDAY NIGHT MOVIE—DANIELLE STEEL'S CHANGES (6) [17.8 / 28] 16.1 / 24	17.5 / 27	18.7 / 30	18.8 / 32
TUESDAY 4/2	ABC 13.1 / 22			ROSEANNE (18) SP. 15.4 / 26	DAVIS (20) RULES 15.1 / 25	ROSEANNE (5) 18.0 / 29	COACH (15) 15.8 / 26	EDDIE DODD (72) [7.2 / 13] 7.7 / 14	6.7 / 13
	CBS 13.1 / 23			RESCUE 911 (26) [14.3 / 24] 13.8 / 23	14.8 / 24	TUESDAY NIGHT MOVIE—TRIUMPH OF THE HEART (40) [12.5 / 22] 11.5 / 19	11.7 / 19	13.3 / 24	13.4 / 26
	NBC 13.4 / 23			MATLOCK (36) [13.2 / 22] 12.6 / 21	13.9 / 23	HEAT OF NIGHT (29) [13.9 / 23] 13.6 / 22	14.2 / 23	LAW AND ORDER (38) [13.0 / 24] 13.3 / 24	12.7 / 25
WEDNESDAY 4/3	ABC 13.9 / 23			WONDER (33) YEARS 13.7 / 23	DOOGIE (30) M.D. 13.8 / 22	AMERICAN COMEDY AWARDS (28) [14.0 / 24] 14.0 / 23	14.6 / 24	13.9 / 24	13.6 / 26
	CBS 12.3 / 21			SALUTE TO THE TROOPS (36) [13.2 / 22] 11.5 / 20	12.2 / 20	13.8 / 22	14.5 / 23	JAKE AND FAT MAN (53) [10.0 / 19] 10.2 / 18	9.8 / 19
	NBC 12.2 / 20			UNSLVD. MYSTERIES (23) [14.9 / 25] 14.0 / 24	15.7 / 26	NIGHT (44) COURT 12.1 / 19	DEAR (53) JOHN 10.0 / 16	QUANTUM LEAP (49) [10.7 / 19] 10.9 / 19	10.6 / 20
THURSDAY 4/4	ABC 8.0 / 13			FATHER DOWLING (51) [10.2 / 17] 10.1 / 17	10.4 / 17	TWIN PEAKS (76) [6.3 / 10] 6.4 / 10	6.2 / 10	PRIMETIME LIVE (68) [7.6 / 13] 7.7 / 13	7.5 / 14
	CBS 10.5 / 18			TOP COPS (60) [9.2 / 15] 8.8 / 14	9.5 / 15	ANTAGONISTS (57) [9.4 / 15] 8.7 / 14	10.1 / 17	KNOTS LANDING (39) [12.9 / 23] 12.8 / 22	13.0 / 24
	NBC 17.8 / 30			COSBY (15) 15.8 / 26	DIFFERENT (9) WORLD 16.9 / 28	CHEERS (1) 22.0 / 35	SEINFELD (9) 16.9 / 28	L.A. LAW (7) [17.7 / 31] 17.7 / 30	17.7 / 32
	FOX 8.5 / 14			SIMPSONS (42) 12.2 / 20	BABES (74) 6.8 / 11	BEVERLY HILLS, 90210 (69) [7.4 / 12] 7.2 / 12	7.7 / 13		
FRIDAY 4/5	ABC 16.4 / 30			FULL (20) HOUSE 15.1 / 28	FAMILY (17) MAT. 15.6 / 28	PERFECT (24) STRAN. 14.5/ 26	BABY (27) TALK 14.1 / 25	20/20 (2) [19.6 / 37] 20.6 / 37	18.5 / 36
	CBS 8.7 / 16			GUNS OF PARADISE (64) [8.4 / 15] 8.0 / 15	8.8 / 16	DALLAS (50) [10.3 / 18] 10.0 / 18	10.6 / 19	TRUE DETECTIVES (70) [7.3 / 14] 7.6 / 14	7.1 / 14
	NBC 8.4 / 16			BLACK JACK *(66) [8.0 / 15] SAVAGE 8.1 / 15	7.9 / 14	HUNTER (57) [9.4 / 17] 9.2 / 17	9.5 / 17	MIDNIGHT CALLER (67) [7.8 / 15] 7.6 / 14	8.0 / 16
	FOX 4.6 / 9			AMR'S MOST WANTED (78) [6.0 / 11] 5.8 / 11	6.2 / 11	AGAINST THE LAW (88) [3.1 / 6] 3.2 / 6	3.0 / 5		
SATURDAY 4/6	ABC 9.1 / 17			YOUNG RIDERS (64) [8.4 / 16] 7.9 / 16	8.9 / 17	ABC SATURDAY NIGHT MOVIE—RAW DEAL (57) [9.4 / 18] 8.5 / 16	9.5 / 18	9.9 / 19	9.8 / 19
	CBS 7.9 / 15			FLASH (75) [6.4 / 13] 5.8 / 12	7.0 / 13	CBS SATURDAY NIGHT MOVIE—K-9 (63) [8.6 / 16] 7.0 / 13	8.2 / 15	9.6 / 18	9.7 / 19
	NBC 12.8 / 24			AMEN (56) 9.6 / 19	DOWN (51) HOME 10.2 / 20	GOLDEN (19) GIRLS 15.3 / 28	BOB HOPE SPECIAL (30) [13.8 / 26] 13.9 / 26	13.9 / 26	13.4 / 27
	FOX 5.0 / 9			T. HIDDEN (81) VIDEO 5.5 / 11	YEAR- (87) BOOK 3.9 / 7	COPS (84) 5.1 / 9	COPS 2 (83) 5.3 / 10		
SUNDAY 3/31	ABC 11.0 / 19	LIFE GOES ON (79) [5.8 / 12] [illegible] / 11	6.6 / 13	AMR. FUN (30) VIDEO 13.8 / 24	AMR. FUN. (22) PPLE. 15.0 / 25	GM MOTORS MRK / EXCELL.—SEPARATE BUT EQUAL (45) [11.9 / 19] 11.8 / 19	11.7 / 18	12.1 / 19	11.9 / 20
	CBS 16.2 / 28	60 MINUTES (8) [17.0 / 35] 15.8 / 35	18.3 / 36	MURDER SHE WRT. (14) [15.9 / 27] 15.3 / 27	16.5 / 27	CBS SUNDAY MOVIE—FIELD OF DREAMS (11) [16.2 / 26] 14.7 / 23	15.6/ 24	16.5 / 26	17.3 / 29
	NBC 10.3 / 18	SPR. BLOOPERS (81) [5.1 / 11] 5.2 / 12	5.9 / 12	EXPOSE' (77) VIDEO 6.1 / 11	R. LIFE J. (70) PAULEY 7.3 / 12	NBC SUNDAY NIGHT MOVIE—DON'T TOUCH DAUGHTER (24) [14.5 /23] 13.0 / 21	14.4 / 22	15.1 / 24	15.5 / 26
	FOX 7.6 / 13	TRUE CLR (86) 4.1 / 9	P. LEWIS (85) 4.8 / 9	LIVING (61) COLOR 9.0 / 16	GET A LIFE (72) 7.2 / 12	MRD. WITH (42) CHILD. 12.2 / 19	MRD. WITH (46) CHILD. 11.7 / 18	COMIC STRIP LIVE (80) [5.7 / 9] 6.4 / 10	5.0 / 8

WEEKLY PRIME TIME AVERAGE	ABC 12.2 / 21	CBS 12.3 / 21	NBC 12.9 / 22	FOX 6.6 / 12
SEASON PRIME TIME AVERAGE	ABC 12.5 / 21	CBS 12.3 / 20	NBC 12.7 / 21	FOX 6.4 / 10

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

SYNDICATION SALES SCORECARD

This week in Las Vegas, station executives paying visits to syndicator hospitality suites—which are making an official return to the NAB convention after a 20-year absence (BROADCASTING, April 8)—may end up doing some last-minute haggling on the approximately three dozen first-run programs closing remaining sales for the approaching 1991-92 season. Also, 14 off-network series are available for sale (nine of which will not trigger until the 1992-93 season), in addition to an ever-expanding list of movie packages and specials.

Some late programing entries have also helped swell the ranks of the first-run programing menu.

As reported earlier ("Closed Circuit," April 1), Paramount has just added Sacramento-based Kelly News and Entertainment's *The West* and newly planned *In America* regional magazines to its fall 1991 catalog. Kelly currently produces *The West* out of the NBC affiliate in Sacramento, KCRA-TV, and distributes the program in 53 markets west of the Mississippi River. *In America* will also be a half-hour magazine tailored to lifestyles in the eastern half of the U.S., which Kelly will produce out of KCRA-TV. Paramount is offering both on an even 3½-minute local, 3½ national barter split.

Two series projects already slated for the 1992-93 season (listed below) will be introduced to station programers for feedback on their projected viability two seasons from now. Buena Vista Television, which recently acquired the syndication rights to an untitled national lottery game show (BROADCASTING, April 8), will be polling stations on formatting and local interest/promotional tie-ins.

New World Television, in an unofficial presence at the convention, will be putting out feelers for station interest on an animated *Siegfried & Roy: Masters of the Impossible* strip. Marvel Productions, a division of New World Television, is slated to animate 65 episodes of the series, which is based on the popular Las Vegas illusionists.

Following is a list of first-run and off-network series currently being offered in the syndication marketplace:

TALK SHOW STRIPS

Chuck Woolery Show **(Orion Television), 87 stations, 80% coverage**
The Jenny Jones Show **(Warner Bros. Domestic TV), 140, 92%**
The Maury Povich Show **(Paramount Pictures Television), NA**
Up Late with Ron Reagan **(MCA TV/Fox Stations Inc.), 62%**
Johnny B...On the Loose **(NBC Productions/Viacom), 74, 70%*****

TALK SHOW WEEKLIES

The Howard Stern Show **(All American Television), 13, 45%**

GAME SHOW STRIPS

The $100,000 Pyramid **(Orbis Communications), NA****
Studs **(Twentieth [Fox] Television), NA***

REALITY-BASED STRIPS

Candid Camera **(King World Productions), over 60%**
Love Stories **(Warner Bros. Domestic TV), 75, 69%**
Now It Can Be Told **(Tribune Entertainment), NA**

REALITY-BASED WEEKLIES

Stuntmasters **(Blair Television), 100, 86%**
Downtown Julie Brown **(Viacom Enterprises), 55, 57%**
Grudge Match **(Genesis Entertainment), 109, 76%**
Kick It with the Fly Girls **(Twentieth Television), 66, 62%**
Amazing Love Stories **(TPE), NA**
Emergency Call **(Genesis), 50, 47%**
Scratch **(Muller Media), NA**
The Soap Show **(Select Media), NA**
Laura McKenzie's Travel America **(LBS), approx. 50%****
The West **(Kelly News & Entertainment/Paramount)****
In America **(Kelly/Paramount), NA**
Studio 22 **(CBS/Blair Entertainment), 70, 60%****

CHILDREN'S ANIMATED STRIPS

Darkwing Duck **(Buena Vista Television), over 80%**
James Bond Jr. **(Claster Television), 104, 85%**
Widget **(Zodiac Entertainment), 76%**

WEEKLY ACTION-ADVENTURES

Baywatch **(LBS Communications), 70%**
Lightning Force **(Viacom Enterprises), 69, 59%**
Tarzan **(Worldvision Enterprises), 75, 70%**
Street Justice **(Cannell Distribution), 72%**
Hollywood Premiere Network **(three series from MCA TV), NA**

WEEKLY KIDS PROGRAMING

Mr. Bogus **(Zodiac Entertainment), 75%**
Not Just News **(Twentieth Television), 84, 43%**
Bucky O'Hare and the Toad Wars **(Claster Television), 90, 85%**
Saban's Adventures of the Little Mermaid **(Saban Ent.), NA**

WEEKLY SITCOMS

WKRP **(MTM Distribution Group), 113, 85%**

1992-93 FIRST-RUN STRIP PROJECTS

Untitled national lottery game show (Buena Vista), NA
Siegfried & Roy: Masters of the Impossible **(New World), NA**

1992-92 FIRST-RUN WEEKLIES

Inside Interpol **(Fremantle/Blair Entertainment) NA**

OFF-NETWORK LAUNCHES

1991-92 HALF-HOUR SITCOM STRIPS

A Different World **(Viacom Enterprises), NA**
Full House **(Warner Bros. Domestic TV), 91, 80%**
Married...with Children **(Columbia Pictures TV), 90%**

1992-93 HALF-HOUR STRIPS

Dear John **(Paramount Domestic Television), NA**
1st & Ten **(Western International Syndication), NA**
Murphy Brown **(Warner Bros.), 91, 86%**
Roseanne **(Viacom), NA**
The Wonder Years **(Turner Program Sales), 22, 25%**
Unsolved Mysteries **(Buena Vista), NA**

1991-92 HOUR DRAMA STRIPS

Beauty and the Beast **(Republic Pictures TV), NA**
Matlock **(Viacom Enterprises), NA**

1992-93 HOUR DRAMA STRIPS

In the Heat of the Night **(MGM/UA Television), NA**
thirtysomething **(MGM/UA Television), NA**
Wiseguy **(Cannell Distribution), NA**

Notes: *Planned for midseason 1991-92 launch. **Currently airing as midseason 1990-91 entry. ***Late night Jonathon Brandmeier strip is slated for June 24, 1991, debut. NA means Not available (syndicator either denied release of sales numbers or sales have not yet been initiated on program.)

'BABY BOOMER FORMATS' GROWTH INCREASING

According to figures compiled by BROADCASTING, classic rock, oldies, AC, country and classic rock are growing at accelerated rates

High debt service dampens the spirit of risk-taking. Or so it would seem, examining the trends in format radio since 1989. Program directors are continuing to target the aging baby boomers, and formats geared to serving that audience—oldies, adult contemporary, country, classic rock—are growing at accelerated rates.

Classic rock and oldies grew at faster rates than other formats, according to figures compiled by BROADCASTING. Stations reporting classic rock as their format increased in number by 160% since 1989 (from 92 to 240 stations). Three hundred-thirty-one stations made the move to oldies, a 55% increase since 1989 (603 to 934 stations).

Oldies is a 1960's and 1970's top 40-based format with a core audience aged 35-54. Classic rock is based on "deeper" album cuts performed by popular rock artists, and has a core audience of 25-54. Classic rock is splintering as well, said consultant Ed Shane, Shane Media Services, with the onset of mellow adult rock formats targeted at males but with less of a hard edge than classic rock.

Country continues to be the dominant format programed on U.S. radio, growing by a steady 3% rate for both 1989 and 1990. Adult contemporary stations declined in 1989, but rallied last year to 2,359 stations, including "Hot adult contemporary" and "Mix" stations.

The CHR format declined at a sharper rate in 1990 than in 1989, dropping 6.9%, from 972 stations reporting the format in 1989 to 905 in 1990. "The CHR demo is growing up," said Shane, "people who have been programing CHR are finding that their niche is shrinking." In simplest terms, former CHR listeners still want to hear CHR, but not the new version of it. Thus the growth of "mix" and "hot adult contemporary" formats—CHR without the teenage edge.

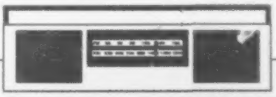
The Hispanic population is still growing at a faster rate than any other segment of the U.S. population. Hispanics are estimated to have disposable income in excess of $170 billion. Stations reporting a Spanish language format grew at a 15.5% rate in 1990, from 261 stations to 300, as more operators try to capture some of the new advertising money targeted at that segment of American society.

Urban contemporary increased by almost 13% in 1990. The format is at the forefront of most major markets, in most cases with more than one station fighting for the urban audience. In 1989, urban contemporary grew at 8%. A small portion of the increase can be attributed to relabeling, or stations once billing themselves as "Black" now choosing the urban contemporary tag.

The biggest loser in the 1990 tabulations is the talk format. A combination of the continued decline of AM stations, both in revenue and stations simply going dark, and the high cost of producing a talk format, has contributed to the decline of the format. Don Watson, president, Farmington Hills, Mich.-based Insiders Broadcast Services, who has been working with or in the information-driven formats for 20 years, believes that many of the smaller stations could not be in the format at all if it were not for the availability of satellite-delivered information programing. "Management always must be concerned with the cost requirements of this format versus what the station can bill in the market," he said. "Many of the stations that I deal with could not be in the format without the information networks."

Ed Shane

BROADCASTING numbers are compiled yearly, using information supplied by stations. Any programing carried for more than 20 hours a week on a station is considered a format. —LC



RADIO FORMATS

Format	Feb. 1989	Feb. 1990	% ch	Feb. 1991	% ch
Country	2421	2496	3.09%	2577	3.245%
Adult Contemp.	2325	2307	-0.77	2359	2.25%
Religious/Gospel	1054	1220	15.7%	1336	9.5%
Oldies	603	723	19.9%	934	29.1%
CHR/Top 40	984	972	-1.2%	905	-6.9%
MOR	729	595	-18.38	555	-6.7%
Diversified	614	603	-1.79	542	-10.1%
Classic Rock	92	159	72.8%	240	50.9%
AOR	486	491	1.02%	502	2.24%
Talk	408	488	19.6%	326	-33.2%
Beautiful Music	403	372	-7.6%	311	-16.4%
News	384	460	19.8%	449	-2.39%
Classical	355	376	5.9%	413	9.84%
Jazz	296	297	-0.33%	342	15.5%
Big band/Nostalgia	259	248	-4.24%	279	12.5%
Educational	259	241	-6.94%	241	0%
Spanish	237	261	10.1%	300	15.0%
Urban contemp.	193	208	7.7%	235	12.9%
Black	186	174	-6.45%	173	-0.5%
Agricultural	157	134	-14.6%	105	-21.6%
Progressive	127	143	12.5%	213	48.9%

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:		
AM's	$110,000	3
FM's	$816,434	5
AM-FM's	$1,800,000	4
TV's	$50,000,000	1
Total	$52,726,434	13
Year to Date:		
AM's	$13,427,140	59
FM's	$69,350,534	76
AM-FM's	$97,251,054	58
TV's	$141,144,000	23
Total	$321,172,728	216

For 1990 total see Jan. 7, 1991 BROADCASTING.

WOKR(TV) **Rochester, N.Y.** □ Sold by WOKR Partners to Hughes Broadcasting Partners for $50 million. Price includes $46 million for assets and $4 million for noncompete covenant. **Seller** is headed by George N. Gillett Jr. and Edward W. Karrels. Gillett owns 100% of GNG Corp. and Gillett Holdings Inc., which, through various licensees, owns 10 TV's, one AM and one FM throughout U.S. Karrels has limited partnership interest in buyer. **Buyer** is headed by VS&A Communications Partners, L.P. (55.8% class A stock), investment fund affiliated with Veronis, Suhler & Associates, investment bank specializing in media industry; and Smith Barney Investors L.P. (29.5% class A stock). Hughes Broadcasting Partners has no other broadcast interests. WOKR is ABC affiliate on ch. 13 with 316 kw vis., 47.9 kw aur. and antenna 500 feet above average terrain.

KGHL(AM)-KIDX(FM) **Billings, Mont.** □ Sold by Sunrise Montana Inc. to Pegasus Broadcasting of Montana Inc. for $1 million cash. Stations were purchased in 1985 for $3 million ("Changing Hands," September 16, 1985). **Seller** is headed by Dick Elliott, and has no other broadcast interests. **Buyer** is headed by Christopher J. Brennan, and has interests in KCAP(AM)-KZMT(FM) Helena, Mont. KGHL is fulltimer with C&W format on 790 khz with 5 kw. KIDX has adult contemporary format on 98.5 mhz with 85 kw and antenna 370 feet above average terrain. *Broker: G. Gregory Merrill of Media Services Group Inc.*

KWBG-AM-FM **Boone, Iowa** □ Seeks assignment of license from G.O. Radio Boone Inc. to James Ingstad Broadcasting Inc. for $800,000. Price includes $100,000 cash at closing, $10,000 escrow deposit, $125,000 12% note, $365,000 assumption of seller's liabilities and obligations and $200,000 noncompete covenant. **Seller** is headed by Glenn Olson, and has 100% interest in KQWC-AM-FM Webster City and 80% interest in KSIB(AM)-KITR(FM) Creston, both Iowa. **Buyer,** Ingstad, is sole shareholder and president of James Ingstad Broadcasting Inc., licensee of KNUJ(AM)-KXLP(FM) New Ulm and KRFO-AM-FM Owatonna, both Minnesota, and holds CP for new FM at Springfield, Minn. Ingstad is also licensee of KOVC-AM-FM Valley City, N.D.; KWAD(AM)-KKWS(FM) Wadena, Minn., and KGLO(AM)-KNIQ(FM) Mason City, Iowa. KWBG(AM) has country format on 1590 khz with 1 kw day and 500 w night. KWBG-FM has country format on 98.3 mhz with 3 kw and antenna 210 feet above average terrain. *Broker: Johnson Communication Properties Inc.*

WSCG(FM) **Corinth (Glens Falls), N.Y.** □ Sold by Hastings Broadcasting Corp. to Target Market Radio Inc. for $475,000. Price includes $75,000 cash at closing, $50,000 escrow deposit and $350,000 10-year interest bearing note payable. **Seller** is headed by Gordon H. Hastings and owns WDOS(AM)-WSRK(FM) Oneonta, N.Y. **Buyer** is headed by Edward M. Bartholomew Jr., and has no other broadcast interests. WSCG has country format on 93.5 mhz with 3 kw and antenna 422 feet above average terrain. *Broker: Richard A. Foreman Associates.*

For other proposed and approved sales see "For the Record," page 102.

Owen Weber (l), executive vice president, Summit Broadcasting Co. Inc., and Major Broadcasting President Luke Allen closed their $19 million deal for Summit's WFYR-FM Chicago March 29 in Chicago. Sale was brokered by H.B. La Rue Media Brokers.

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water, who also own WDOV(AM)-WDSD(FM) Dover, DE, cable systems in Virginia and California and recently purchased WUSQ-AM-FM Winchester, VA ("Changing Hands" March 4). Filed March 27.

■ **KLGT(FM) Buffalo, WY** (BTCH910320HH; 92.7 mhz; 3 kw; ant. 26 ft.)—Seeks transfer of control from Communications System III to Raymond and Karen McLean, et al, for $41,850 in stock transfer. Sellers are Lee and Emily Keith, husband and wife, who have no other broadcast interests. Buyers are McLeans, husband and wife, and Albert and Judy Wildeman, husband and wife, who have no other broadcast interests. Filed March 20

Actions

■ **KESZ(FM) Phoenix, AZ** (BALH900402HP; 99.9 mhz; 100 kw; ant. 1,670 ft.)—Granted assignment of license from Duffy II Corp. to Arizona Television Co. for $10.4 million ("Changing Hands" May 7, 1990). Seller is headed by Robert Duffy and has no other broadcast interests. Buyer is headed by Delbert R. Lewis family, and is licensee of KTVK(TV) Phoenix, AZ. Action March 21.

■ **KVOG(AM) Greenwood, AR** (BAL901116ED; 1510 khz; 1 kw-D)—Granted assignment of license from Greenwood Community Broadcasting Corp. to Pharis Broadcasting for $23,769. Seller is headed by David Morrison, Robert E. Yoes and Stephen A. Marino, and has no other broadcast interests. Buyer is headed by William L. and Karen Pharis, husband and wife. William Pharis owns 51% of Pharis Broadcasting, licensee of LPTV K46BZ Ft. Smith and K50CO Hackett, both Arkansas. Action March 28.

■ **KWRF(AM) Warren, AR** (BTC910207EC; 860 khz; 250 w-D; 55 w-N)—Granted app. of transfer of control from Pines Broadcasting Inc. to Jimmy L. Sledge and Gwen Sledge for $125,000. Seller is headed by Weldon L. and Violet Sledge, husband and wife, and has no other broadcast interests. Buyer is headed by Jimmy Sledge (50%) and Gwen Sledge (50%), and has no other broadcast interests. Action March 27.

■ **KSNN(FM) Las Banos, CA** (BALH910211HL; 104.7; 50 kw; ant. 495 ft.)—Granted assignment of license from Sunshine Valley Broadcasting Co. Inc. to Exelor Communications Inc. for $700,000. Seller is headed by Lin Neumann and has no other broadcast interests. Buyer is headed by Jimmy Lee Wilkinson (50%) and Kristen Jean McMurray (50%), and has no other broadcast interests. Action March 27.

■ **KSNO-AM-FM Aspen and Snowmass Village, Colorado** (AM: BAL910220EC; 1260 khz; 5 kw-D; FM: BALH910220ED; 103.9 mhz; 2.5 kw; ant. 85 ft.)—Granted assignment of license from Dayton Heidelberg Distributing Co. to Gardiner Broadcast Partners Ltd. for $800,000. Seller is headed by Albert W. Vontz, and is licensee of WNOP(AM) Newport, KY. Buyer is headed by Gardiner Broadcasting Corp. (100% GP), Clifton H. Gardiner (75% VS), Rex R. Miller (15% VS) and Patrick J. O'Keefe (10% VS), and recently purchased KKMX-AM-FM Hayden, CO ("Changing Hands" February 4), and KSMT(FM) Breckenridge, CO ("Changing Hands" February 18). Gardiner is also purchasing KZYR(FM) Avon, CO (see below). Action April 1.

■ **WGUF(FM) Marco, FL** (BTCH901010HL; 92.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of transfer of control from Emerald Sea Broadcasting Inc. to Naples Broadcasting Corp. for $50,000 in stock sale. Seller is headed by Fred D. Wood, and has interests in WAIA(FM) St. Mary's, WBGA(FM) Waycross and WIKX(FM) Leesburg, all Georgia. Buyer is headed by Marshall W. Rowland Sr. and Carol C. Rowland. Marshall Rowland is president and 45% shareholder of Rowland First City Radio Inc., licensee of WAIA(FM); president and 50% shareholder of Rowland South Georgia Radio Inc., licensee of WBGA(FM), and vice president and 25% shareholder of Rowland Albany Radio Inc., permittee of WIKX(FM). Action March 22.

■ **KZID(AM) McCall, ID** (BAL900904EC; 1240 khz; 500 w-D, 1 kw-N)—Granted assignment of license from Mountain Broadcasting Inc. to Idaho Heartland Broadcasting Inc. for $10,000. Seller is headed by Michael Ballin, Charles McDevitt, Joel Higgins and Peter Torkvei, and has no other broadcast interests. Buyer is headed by Dean C. and Nancy Hagerman, Nancy Gentry, Charles H. Wilson and William M. Boyd, and is permittee of KMCL-FM McCall, ID. Action March 28.

■ **KLJB-TV Davenport, IA** (BALCT910212KF; ch. 18; 3000 kw-V; 300 kw-A; ant. 1,010 ft.)—Granted assignment of license from Davenport Comm. Ltd. to Quad Cities Television Acquisition for $3.706 million. Seller is headed by Gary Brandt and Richard Greenblatt, and has no other broadcast interests. Buyer is headed by Milton Grant, John H. Markley, William D. Towe, Gregory B. Maffei and Huntsville Television Holdings Corp. (100% VS). Huntsville Television Holdings owns 100% of voting stock of Huntsville Television Acquisition Corp., licensee of WZDX(TV) Huntsville, AL. Grant is president of and holds 53.1583% interest in Grant Broadcasting Corp. of Little Rock, which has 25% limited partnership in Little Rock Communications Associates, licensee of KLRT(TV) Little Rock, AR. Action April 1.

■ **KLJB-TV Davenport, IA** (BALCT910201KG; ch. 18; 3000 kw-V; 300 kw-A; ant. 1,010 ft.)—Dismissed app. of assignment of license from Davenport Communications Ltd., debtor in possession, to A & H Footwear Inc. for $3 million. Seller is headed by Gary Brandt, Richard Greenblatt, Kathleen N. DeBoeuf, Lee Hanna and Edward Hanna. Lee Hanna has 5% interest in licensee of KSAS-TV Wichita, KS, and permittee of KAAS-TV Salina, KS. Edward Hanna is 1% shareholder of Pueblo Television Corp., and through tvUSAPueblo Ltd. is permittee of KPCA(TV) Pueblo, CO. Buyer is headed by Allan Greenblatt (50%) and Herbert Somekh (50%), and are presently limited partners of assignor. Action March 27.

■ **WFYR-FM Chicago** (BALH910211HM; 103.5 mhz; 4.3 kw; ant. 1,548 ft.)—Granted assignment of license from Summit-Chicago Broadcasting Corp. to Major Broadcasting Inc. for $1.9 million. Seller is headed by James Wesley, Owen Weber and Adrian Cox, and also owns five AM's and six FM's in New York, Baltimore, Dallas, Atlanta, Denver and Dayton, OH, and cable systems in Georgia (including Atlanta) and North Carolina. Buyer is headed by Major Broadcasting Inc. (100%), Luke Allen, James Brewer, Ian Falconer and Anna Clemente. C. Robert Allen III is a trustee of owner of nonvoting preferred stock of Major Media Inc., parent corporation of assignee, which is 75% owner of C. Devine Media Corp., licensee of KBER(FM) Ogden, UT. C. Devine Media also holds 100% of stock of KXBR Inc., licensee of KXBR(FM) Greenfield, MO, and 96% of KKBR Inc., licensee of KRBL(FM) Los Alamos, NM. Action March 27.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting Apr 22

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 39
NBC wins prime time by feather; Carlin upped at Warner

RADIO / 44
Stations giving listeners news on Gulf war fared best in winter Arbitrons

CABLE / 50
Hearst plans cable news channel covering California

BUSINESS / 54
Durham Corp. sells its five stations to group that will spin off properties

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NAB CONVENTION WRAPUP

THIS WEEK

SONY
Multi Source VideoWall
Multi Source VideoWall
Multi Source VideoWall
Multi Source VideoWall

Seeing the future: Attendees of the NAB's Las Vegas convention were greeted with this vision of a high-definition future. (Coverage of this year's event begins on page 19.)

19 / NAB '91

Digital audio broadcasting and NAB's first HDTV World Exhibition, featuring the latest in transmission and electronic production technologies (page 33), were among the highlights of the National Association of Broadcasters convention in Las Vegas. Attendance of both domestic and foreign registrants was up, and controversy was plentiful: Capital Cities/ABC Chairman Thomas Murphy called the FCC's fin-syn decision a "Trojan horse" (page 22) and concerns were expressed that infighting among the FCC commissioners over fin-syn will cause Congress to lose confidence in the agency. BROADCASTING's Special Report on the convention begins on page 27.

20 / BROADCASTERS' DAB RIFT

Factions emerged at the NAB convention over future implementation of digital audio broadcasting. One side, led by the NAB and AM broadcasters, favors putting DAB in a new band, preferably the L-band. On the other side: major FM broadcast groups supporting "in-band" alternatives—methods for delivering digital audio over the FM band.

23 / NHK TO TAKE ON CNN

The head of Japan's powerful noncommercial broadcasting service, NHK, told reporters at the NAB convention that the 24-hour-a-day Global News Network will debut "within the year" as a partnership of NHK and European and U.S. broadcasters to compete with Turner Broadcasting System's CNN.

23 / NAB POLITICKING

All the action at last week's NAB convention in Las Vegas wasn't on the exhibit floor or at the gaming tables. Behind-the-scenes politicking for a seat on NAB's executive committee was one of the liveliest games around.

25 / NAMING NAMES

After a 36-hour debate, NBC News identified the alleged victim of a rape at the Kennedy family retreat in Palm Beach, Fla., in its *Nightly News* broadcast. The move sparked a nationwide debate on whether the decision was correct and raised the question of whether Florida's 1911 law banning public identification of victims of alleged sexual assaults will be used to prosecute media organizations that named the woman (page 88).

39 / NETWORK WINNINGS

In the closest network prime time race in 25 years, NBC won a narrow victory for the 1990-91 season by just two-tenths of a rating point over ABC, and four-tenths of a point over CBS in households. In the demographic tallies, however, there was no clear cut winner.

40 / GRADING THE PROSPECTS

The current network development pool has been described by an advertising agency development report as a return to traditional concepts and formats, "lacking any breakthrough ideas or 'wowee' premises."

40 / WARNER CHANGES

In a major restructuring of Warner Bros. Domestic Television Distribution's syndication divisions, Scott Carlin has been given control of the off-network sales division and will continue to head the first-run sales division as senior vice president of sales.

44 / WINTER RATINGS

News and information formats reaped the benefits of war during the 1991 Arbitron winter survey. Just-released results for some of the top 10 markets show big increases in New York, Los Angeles and Chicago.

48 / MURDER HOAX

FCC Chairman Al Sikes has asked the Mass Media Bureau enforcement division to review the allegation that KROQ(FM) Los Angeles was in violation of commission policies when it broadcast a faked murder confession.

48 / SHOPPING FOR RADIO

Kroger supermarkets in Atlanta are targeting the market with radio. The supermarket chain is pulling all of its television money for the second and third quarters and focusing on radio, outdoor and newspaper advertising.

Among those attending annual presentation of Ohio State Awards were former OSU professor I. Keith Tyler, who founded awards in 1936, and his wife, Margaret, also former OSU professor (page 66).

50 / CALIFORNIA DREAMS OF CABLE NEWS

Hearst is developing plans for a California cable news channel, looking for support from cable MSO's and possibly other media companies. Cox Enterprises is also said to be thinking about starting a similar service.

51 / TURNER LOOKS TO FILL AIRPORT NICHE

Turner Broadcasting will start testing The Airport Channel, a version of CNN Headline News designed for airline gates, in June, and plans a full rollout starting in the fourth quarter.

52 / CABLE TAX

In a setback to the cable industry, the U.S. Supreme Court, in a 7-2 decision, has ruled that a sales tax on cable service imposed by the state of Arkansas does not discriminate against the medium or violate its First Amendment rights.

54 / COMPLEX DURHAM DEAL

After FCC approval, the buyers of Durham Life Broadcasting's two AM-FM combos and one television station will spin-off the properties into separate groups. The acquiring group—Financial Securities Fund Acquisition Corp.—is made up of Bev Landstreet, president of Nashville-based Financial Securities Advisors, Don Curtis, a North Carolina-based broadcaster, and Jack Baily, a North Carolina-based investor. Curtis is president of Great American Media Inc.

55 / BIG BROTHER IS COMPETING

In what may be a first, the federal government is operating a commercial television station. WCVX(TV) Vineyard Haven, Mass., a UHF independent licensed to Cape Cod Television Inc., is now in the hands of the Resolution Trust Corp. (RTC), a government operation that sells off assets for failed savings & loans.

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62 / TOUGH ACT TO FOLLOW

The FCC has adopted rules requiring that by July 1, 1993, television sets 13 inches or larger manufactured or imported to the U.S. have built-in circuits capable of decoding closed-captioned transmissions. The commission rules implement the Television Decoder Circuitry Act of 1990.

66 / OSU AWARDS

The Ohio State University's Institute for Education by Radio-Television has honored 68 radio and TV stations with the 1991 Ohio State Awards for excellence.

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RATINGS ROUNDUP

Day	Network	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/8	ABC 11.7 / 19			MACGYVER (42) [11.5 / 20] 10.4 / 18	12.6 / 21	GM: MARK OF EXCELLENCE (39) [11.8 / 19] 11.6 / 18	11.7 / 19	11.8 / 20	11.9 / 21
	CBS 14.9 / 25			EVENING (35) SHADE 12.3 / 22	MAJOR (20) DAD 14.6 / 24	MURPHY (7) BROWN 17.1 / 27	DESIGNING (6) WMN. 17.6 / 28	NORTHERN EXPOSE (24) [13.9 / 24] 15.0 / 25	12.9 / 23
	NBC 11.3 / 19			FRESH (42) PRINCE11.5 / 20	BLOSSOM (49) 10.5 / 17	NBC MONDAY NIGHT MOVIE—GIRLS OF SUMMER (42) [11.5 / 19] 12.0 / 19	11.2 / 18	11.5 / 19	11.1 / 20
TUESDAY 4/9	ABC 14.5 / 24			WHO'S THE (41) BOSS 11.7 / 20	DAVIS (33) RULES 12.5 / 20	ROSEANNE (4) 17.8 / 28	COACH (8) 17.0 / 27	THIRTYSOMETHING (24) [13.9 / 25] 13.7 / 23	14.0 / 26
	CBS 11.8 / 20			D. COPPERFIELD XIII (14)[15.5 / 26] 14.6 / 25	16.4 / 27	TUESDAY NIGHT MOVIE—ANOTHER PAIR OF ACES (52) [9.9 / 17] 9.9 / 16	9.4 / 15	10.5 / 18	10.0 / 18
	NBC 12.1 / 20			IN THE HEAT OF NIGHT (27) [13.3 / 22] 11.4 / 20	12.7 / 21	14.3 / 23	14.8 / 24	SHANNON'S DEAL * (56) [9.6 / 17] 10.0 / 17	9.2 / 17
WEDNESDAY 4/10	ABC 10.9 / 19			WONDER (39) YEARS 11.8 / 21	GROWING (42) PAINS 11.5 / 20	DOOGIE (29) M.D. 13.2 / 22	ANYTHING (42) LOVE 11.5 / 19	EQUAL JUSTICE (61) [8.8 / 16] 8.9 / 19	8.7 / 16
	CBS 14.4 / 25			RESCUE: 911 SP. (31) [12.7 / 22] 11.8 / 21	13.6 / 23	JAKE AND FAT MAN (17) [14.9 / 24] 14.4 / 24	15.3 / 25	48 HOURS (12) [15.7 / 28] 16.1 / 28	15.3 / 29
	NBC 12.1 / 21			UNSLVD. MYSTERIES (30) [12.8 / 22] 12.2 / 22	13.5 / 23	NIGHT COURT (31) [12.7 / 21] 12.0 / 20	13.5 / 22	QUANTUM LEAP (48) [10.9 / 20] 11.8 / 13	10.8 / 20
THURSDAY 4/11	ABC 7.4 / 13			FATHER DOWLING (68) [7.6 / 13] 7.3 / 13	8.0 / 13	TWIN PEAKS (81) [5.7 / 9] 5.7 / 9	5.7 / 9	P. JENNINGS : GUNS (60) [8.9 / 16] 8.8 / 15	9.0 / 16
	CBS 11.1 / 19			TOP COPS (58) [9.3 / 16] 8.7 / 15	10.0 / 17	ANTAGONISTS (55) [9.7 / 16] 9.0 / 14	10.4 / 17	KNOTS LANDING (23) [14.2 / 25] 14.0 / 24	14.5 / 26
	NBC 15.3 / 26			COSBY (13) 15.6 / 27	DIFFERENT (2) WORLD 19.0 / 32	CHEERS (1) 21.1 / 34	SEINFELD (10) 16.1 / 26	L.A. LAW (50) [10.0 / 17] 10.4 / 18	9.7 / 18
	FOX 8.3 / 14			SIMPSONS (37) 12.0 / 21	BABES (77) 6.2 / 10	BEVERLY HILLS, 90210 (70) [7.4 / 12] 7.1 / 11	7.7 / 12		
FRIDAY 4/12	ABC 13.9 / 25			FULL (22) HOUSE 14.4 / 28	FAMILY (16) MAT. 15.0 / 27	PERFECT (33) STRAN. 12.5/ 22	BABY (35) TALK 12.3 / 21	20/20 (21) [14.5 / 27] 14.6 / 27	14.4 / 27
	CBS 9.6 / 17			GUNS OF PARADISE (63) [8.3 / 15] 7.9 / 15	8.7 / 16	DALLAS (42) [11.5 / 20] 11.1 / 20	11.8 / 21	TRUE DETECTIVES (59) [9.0 / 17] 9.1 / 17	8.9 / 17
	NBC 7.3 / 13			BLACK JACK (78) [6.1 / 11] SAVAGE 6.1 / 12	6.1 / 11	HUNTER (64) [8.2 / 14] 7.8 / 14	8.6 / 15	MIDNIGHT CALLER (68) [7.6 / 14] 7.4 / 14	7.8 / 15
	FOX 4.0 / 7			AMR'S MOST WANTED (81) [5.7 / 11] 5.7 / 11	5.8 / 11	AGAINST THE LAW (88) [2.3 / 4] 2.6 / 5	2.1 / 4		
SATURDAY 4/13	ABC 7.8 / 15			YOUNG RIDERS (65) [7.9 / 16] 7.4 / 15	8.4 / 16	ABC SATURDAY NIGHT MOVIE—THE ENFORCER (66) [7.8 / 15] 7.4 / 14	7.2 / 13	8.2 / 16	8.3 / 17
	CBS 6.7 / 13			FLASH (76) [6.5 / 13] 6.2 / 13	6.9 / 13	CBS SATURDAY NIGHT MOVIE—STROKER ACE (73) [6.8 / 13] 5.6 / 10	6.3 / 12	7.5 / 15	7.7 / 16
	NBC 12.5 / 24			AMEN (54) 9.8 / 20	DOWN (56) HOME 9.6 / 19	GOLDEN (14) GIRLS 15.5 / 29	EMPTY (11) NEST 15.9 / 29	CAROL & COMPANY (37) [12.0 / 24] 12.5/ 24	11.4 / 23
	FOX 4.6 / 9			FANTASY (86) PARK 3.1 / 6	YEAR- (87) BOOK 2.6 / 5	COPS (80) 5.8 / 11	COPS 2 (73) 6.8 / 12		
SUNDAY 4/14	ABC 12.6 / 21	LIFE GOES ON (72) [7.1 / 13] 6.1 / 12	8.1 / 15	AMR. FUN (17) VIDEO 14.9 / 25	AMR. FUN. (9) PPLE. 16.5 / 26	USO SALUTE TO THE AMERICAN TROOPS (26) [13.7 / 22] 12.9 / 20	13.8 / 22	14.1 / 23	13.9 / 24
	CBS 17.2 / 29	60 MINUTES (3) [18.8 / 34] 17.4 / 34	19.4 / 35	MURDER SHE WRT. (19) [14.8 / 24] 13.9 / 23	14.8 / 24	CBS SUNDAY MOVIE—ABSOLUTE STRANGERS (5) [17.7 / 29] 16.6 / 26	17.5 / 27	17.9 / 29	18.5 / 32
	NBC 7.6 / 13	CENS. BLOOPS. (75) [6.6 / 12.7] 8.3 / 12	6.9 / 12	EXPOSE' (78) VIDEO 6.1 / 10	R. LIFE J. (70) PAULEY 7.4 / 12	NBC SUNDAY NIGHT MOVIE—THE GREAT PRETENDER (62) [8.5 /14] 8.2 / 13	8.7 / 14	8.8 / 14	8.4 / 15
	FOX 7.7 / 13	TRUE CLR.(85) 4.7 / 9	P. LEWIS (83) 5.4 / 10	LIVING (52) COLOR 9.9 / 16	GET A LIFE (66) 7.8 / 12	MRD. WITH (27) CHILD. 13.3 / 21	TOP OF (50) HEAP 10.0 / 16	COMIC STRIP LIVE (84) [5.2 / 9] 5.9 / 10	4.5 / 8

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 11.3 / 20	CBS 12.4 / 22	NBC 11.0 / 19	FOX 6.4 / 11
SEASON PRIME TIME AVERAGE	ABC 12.5 / 21	CBS 12.3 / 21	NBC 12.7 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

NEWS-INFORMATION WINS BIG IN WINTER BOOK

Radio listeners turned to news and information stations during the Persian Gulf war, according to Arbitron numbers for the winter 1991 survey period. Music stations that kept their listeners informed also fared well.

■ *New York:* News formatted WINS(AM) jumped 1.3 points to a 5.7 and second place, while news WCBS(AM) gained 1.2 to a 4.4 and fifth place. Urban WRKS-FM retained its market lead by a tenth of a point, and oldies WCBS-FM remained steady at 5.0. CHR outlets WHTZ(FM) and WQHT(FM) both took a dip in ratings, with a 3.7 and 3.6, respectively.

■ *Los Angeles:* Soft adult contemporary KOST(FM) retained the lead with a 5.7, one rating point ahead of CHR KIIS-AM-FM. Group W news KFWB(AM) jumped from a 2.9 in the fall to a 4.3, ahead of CBS news outlet KNX(AM) with a 4.0. KKBT(FM) held steady with a slight gain to 3.6, and Emmis Broadcasting's KPWR(FM) dropped to a 3.5.

■ *Chicago:* WGN(AM) kept the lead, but slipped from a 9.3 to a 7.8. All news WMAQ(AM) gained 1.8 to a 4.5, and all-news WBBM(AM) gained 1.1 to a 5.2. CBS's CHR WBBM-FM continues to make gains, jumping to 6.9. Another big gainer in the winter book was adult rock WXRT(FM), which went from 2.8 to 3.6.

■ *San Francisco:* KGO(AM) strengthened its domination of the market with a 0.6 increase to 8.9. Second place went to all news KCBS(AM) with a 2.0 gain to 6.7. CHR KMEL(FM) gained a point to 6.2, and nostalgia KFRC(AM) ranked third with a 4.5.

■ *Philadelphia:* Group W retained a solid 8.8 and first place with all-news KYW(AM), while co-owned WMMR(FM) took a dip from second to sixth, its rating falling from a 7.6 to a 5.4. Nostalgia WPEN(AM) gained 1.4 to a 6.9, and urban WUSL(FM) dropped to a 6.1. CHR gained in the winter book as both WIOQ(FM) and WEGX(FM) posted higher numbers.

■ *Detroit:* Full service WJR(AM) rose .5 to an 8.3, while urban WJLB(FM) remained unchanged at 7.2. All news WWJ(AM) held steady at 5.9 and third place, while easy listening WJOI(FM) claimed a 5.4. Another big gainer was talk WXYT(AM), jumping 1.3 to a 4.5.

■ *Boston:* WRKO(AM) managed to keep the number-one spot, but dropped from 7.9 to 7.0. CHR WZOU(FM) lost some ground, dropping to a 6.9, but format competitor WXKS-FM gained a point to 6.7 and third place. WBZ(AM) also jumped from a 5.3 to a 6.5, while all-news WEEI(AM) gained 1.9 to a 5.9.

Numbers for Washington, Dallas and Houston—the seventh, eighth and 10th markets, respectively—were not available at press time. All numbers are based on persons 12-plus, Monday-Sunday, 6 a.m. to midnight, and are copyrighted by Arbitron. —LC

ARBITRON WINTER 1991 NUMBERS

Station	*Format*	*Fall '90*	*Winter '91*
1. New York			
WRKS(FM)	Urban	5.6	5.8
WINS(AM)	News	4.4	5.7
WCBS-FM	Oldies	5.0	5.0
WLTW(FM)	Soft AC	5.1	5.0
WCBS(AM)	News	3.6	4.4
WOR(AM)	Talk	3.9	4.3
WNSR(FM)	Soft AC	[illegible]	4.2
WBLS(AM)	Urban	4.0	4.1
WPAT-FM	Easy	4.8	4.0
WQHT(FM)	CHR	4.1	3.7
WHTZ(FM)	CHR	4.7	3.6
2. Los Angeles			
KOST(FM)	Soft AC	5.5	5.7
KIIS-AM-FM	CHR	5.1	4.7
KABC(AM)	Talk	4.3	4.3
KFWB(AM)	News	2.9	4.3
KLOS(FM)	AOR	4.6	4.0
KNX(AM)	News	3.2	4.0
KKBT(FM)	Urban	3.5	3.6
KBIG(FM)	AC	3.8	3.5
KPWR(FM)	CHR	4.5	3.5
KXEZ(FM)	AC	3.0	3.2
KLVE(AM)	Spanish	3.7	3.1
KWKW(AM)	Spanish	3.3	3.1
3. Chicago			
WGN(AM)	MOR/Talk	9.3	7.8
WGCI-FM	Urban	7.2	7.4
WBBM-FM	CHR	6.2	6.9
WBBM(AM)	News	4.4	5.2
WVAZ(FM)	Urban	4.5	4.8
WMAQ(AM)	News	2.7	4.5
WCKG(FM)	Classic rock	4.1	3.9
WUSN(FM)	Country	4.0	3.8
WXRT(FM)	Adult rock	2.8	3.6
WLIT-FM	AC	3.2	3.5
WLUP-FM	AOR	4.2	3.5
4. San Francisco			
KGO(AM)	News/Talk	8.3	8.9
KCBS(AM)	News	4.7	6.7
KMEL(FM)	CHR	5.2	6.2
KFRC(AM)	Nostalgia	5.3	4.5
KOIT-AM-FM	Soft AC	4.5	3.2
KSAN(AM)	Country	3.1	3.2
KITS(FM)	New rock	3.0	3.1
KIOI(FM)	AC	3.4	2.9
KRQR(FM)	AOR	2.2	2.9
KSOL(FM)	Urban	2.5	2.9
KABL-AM-FM	AC	3.1	2.8
5. Philadelphia			
KYW(AM)	News	8.8	8.8
WPEN(AM)	Nostalgia	5.5	6.9
WUSL(FM)	Urban	6.7	6.1
WYSP(FM)	Classic rock	5.8	5.7
WEAZ-FM	AC	5.8	5.5
WMMR(FM)	AOR	7.6	5.4
WXTU(FM)	Country	4.2	5.4
WIOQ(FM)	CHR	4.8	5.2
WEGX(FM)	CHR	3.7	4.2
WMGK(FM)	AC	5.0	4.2
WWDB(FM)	Talk	4.8	4.1
6. Detroit			
WJR(AM)	MOR, news/talk	7.8	8.3
WJLB(FM)	Urban	7.2	7.2
WWJ(AM)	News	6.0	5.9
WJOI(FM)	Easy	4.6	5.4
WLTI(FM)	AC	4.3	5.1
WWWW(FM)	Country	4.8	5.1
WXYT(AM)	Talk	3.2	4.5
WHYT(FM)	CHR	4.9	4.2
WCSX(FM)	Classic rock	3.4	4.1
WKQI(FM)	CHR	3.5	3.9
WNIC(FM)	AC	4.1	3.8
9. Boston			
WRKO(AM)	Talk	7.9	7.0
WZOU(FM)	CHR	7.2	6.9
WXKS-FM	CHR	5.7	6.7
WBZ(AM)	AC	5.3	6.5
WEEI(AM)	News	4.0	5.9
WBCN(FM)	AOR	5.2	4.7
WMJX(FM)	AC	4.9	4.6
WSSH-FM	Easy	4.1	4.4
WHDH(AM)	Talk	4.0	4.2
WODS(FM)	Oldies	5.8	4.2

KQAM(AM)-KEYN-FM Wichita, Kan. □ Sold by Radio Management Services to Clear Channel Communications Inc. for approximately $2 million. Stations were purchased in 1988 for $4.43 million. **Seller** is management company for receiver Central Trust Co. of Cincinnati. **Buyer** is headed by L. Lowery Mays and operates eight AM's, eight FM's and five TV's. Mays is also purchasing KLRT(TV) Little Rock, Ark. (see above). KQAM has oldies format on 1410 khz with 5 kw day and 1 kw night. KEYN-FM has adult contemporary format on 103.7 mhz with 95 kw and antenna 860 feet above average terrain.

WPNT(AM) Chicago □ Sold by Century Broadcasting Corp. to Diamond Broadcasting Inc. for $650,000; station is dark. **Seller** is headed by George Collias, Howard Grafman and Anthony C. Karlos. Century Broadcasting is general partner of Century Chicago Broadcasting Ltd., licensee of WPNT-AM-FM Chicago, and KYBG(AM) Aurora and KYBG-FM Castle Rock, both Colorado. It is also general partner of San Francisco Century Broadcasting Ltd., licensee of KMEL(FM) San Francisco. Buyer is headed by Daniel R. and Karen K. Lee, husband and wife, and Seth Mason, and is licensee of WSBC(AM)-WXRT(FM) Chicago; KOMA(AM)-KRXO(FM) Oklahoma City and KPYR(FM) Osceola, both Oklahoma. WPNT had easy contemporary format on 820 khz with 5 kw day and 1 kw-night.

WALM(AM)-WELL-FM Albion and WELL(AM) Battle Creek, both Michigan □ Sold by TriadCommunication Co. to Statewide Broadcasting Systems Inc. for $500,000. Price includes $300,000 cash at closing and $200,000, 10-year note at 9%. **Seller** is headed by C. Wayne Wright, who owns various cable TV systems. **Buyer** is headed by Deano Day (30%), Edward Derbabian (30%), William Wilcher (30%) and Mitchell D. Moen (10%), and is also purchasing WACY(AM) Fenton, Mich. ("Changing Hands" April 8). WALM has classic rock and oldies format on 1260 khz with 1 kw day and 500 w night. WELL-FM has classic rock and oldies format on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. WELL is fulltimer with oldies format on 1400 khz with 1 kw.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,087,857** □ **9**

FM's □ **$1,122,000** □ **4**

AM-FM's □ **$2,500,000** □ **2**

TV's □ **$31,250,000** □ **7**

Total □ **$35,959,857** □ **22**

Year to Date:

AM's □ **$14,514,997** □ **68**

FM's □ **$70,472,534** □ **80**

AM-FM's □ **$99,751,054** □ **60**

TV's □ **$172,394,000** □ **30**

Total □ **$357,132,585** □ **238**

For 1990 total see Jan. 7, 1991 BROADCASTING.

CABLE

American Cable TV Investors 5 Ltd., managed by United Artists Entertainment Co., purchased Moreno Cablevision, serving Moreno Valley, Calif., for undisclosed price. Acquisition represents approximately 16,000 basic and 12,600 pay subscribers, with 24,000 homes passed. *Broker: Daniels & Associates.*

KATZ TO DEVELOP REGIONAL PROGRAMING

In a joint effort, the Katz Television Group has teamed up with eight client stations in five New England states to develop regional programs that will attempt to meld regional marketing concepts with programing.

The first program, *The Governor's Forum*, will air April 23. The two-hour show will feature governors William Weld of Massachusetts, John McKernan of Maine, Richard Snelling of Vermont and Bruce Sundlun of Rhode Island. Lt. Governor Eunice Groark of Connecticut will represent Governor Lowell Weicker. The broadcast will be moderated by former network news correspondent Marvin Kalb and will be live from Harvard University's Kennedy School of Government. There will also be a toll-free telephone number that will allow viewers to ask the governors questions.

According to Katz, which sold time for the program, commercial time for the show, offered on a regional network basis, is sold out.

"Our attempt to meld regional marketing concepts with programing is a strategy we believe is at the leading edge of change in our business," said Peter Goulazian, president, Katz Television Group. The decision to develop regional programing, Goulazian said, also hopes to capitalize on what the Katz president described as a change in marketing decisions. "Our regional network concept recognizes this shift in marketing and affords advertisers with a medium designed specifically to accommodate this change."

This is not Katz's first venture outside the rep world. Last month, Katz teamed up with Viacom to form a new program development consortium.

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*Source:
Paul Kagan Associates, Inc.

FOR THE RECORD

As compiled by BROADCASTING from Apr. 11 through Apr. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC=Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KXRQ(AM) Trumann, AR** (BAL910402EB; 1530 khz; 250 w-D)—Seeks assignment of license from Eagle Communications to Farrell E. Gates for $30,000. Seller is headed by John J. and John W. Shields, father and son, and has interests in SAS Communications Inc., licensee of KDRS(AM)-KLQZ(FM) Paragould, AR; W-R-J Enterprises, permittee of KWEZ(FM) Trumann, AR, and River County Partners Inc., licensee of KSRB(AM) Hardy, AR. Buyer has no other broadcast interests. Filed April 2.

■ **New TV Fort Collins, CO** (BAPCT910325KF; ch. 22; 5000 kw-V; ant. 1,407 ft.)—Seeks assignment of CP from Eagle 22 Ltd. to Chase Communications Inc. for $150,000. Seller is headed by Paul and Anya Meacham, husband and wife, and Jack Welch and Lydia Guiterrz. Paul Meacham also has interests in KFSB(AM)-KIXQ(FM) Joplin, MO. Buyer is headed by Roger M. Freedman, Perry S. Ury, Edward T. Karlik, Theodore Fichtenholtz, David T. Chase and Cheryl Chase Freedman. D.T. Chase Enterprises Inc. is sole owner of Chase Communications Inc., ultimate licensee of WTOP(AM)-WASH-FM Washington, KGLD(AM)-WKBQ-FM St. Louis, WSTC(AM)-WQQQ(FM) Stamford, CT and LPTV W10BQ New Haven, CT. Filed March 25.

■ **WQQW(AM) Waterbury, CT** (BTC910402EA; 1590 khz; 5 kw-U)—Seeks transfer of control from Comko Ltd. to Thomas W. Coffey and Robert W. Sommerville for $8,000. Seller is headed by Richard D. Barbieri Sr., and has no other broadcast interests. Buyer is headed by Coffey (33.3%), Somerville (33.3%) and Ellen Duncan (33.4%). Filed April 2.

■ **WTGI-TV Wilmington, DE** (BALCT910329KE; ch. 61; 3000 kw-V; ant. 958 ft.)—Seeks assignment of license from Delaware Valley Broadcasters Ltd., debtor-in-possession, to National Minority TV Inc. for $4 million. Seller is headed by Dan Slape and has no other broadcast interests. Buyer is headed by Paul F. Crouch (33.3%), Phillip Aguilar (33.3%) and P. Jane Duff (33.3%). Crouch has interests in Trinity Broadcasting Network and its affiliates, licensees of 15 TV's, two AM's and one FM throughout U.S. Filed March 29.

■ **WMMK(FM) Destin, FL** (BALH910320GF; 92.1 mhz; 3 kw; ant. 295 ft.)—Seeks assignment of license from Gulf Coast Broadcasting Inc. to Reid Broadcasting Corp. for $701,000. Seller is headed by Mattie M. Kelly and has no other broadcast interests. Buyer is headed by Paul E. Reid and has no other broadcast interests. Filed March 20.

■ **WPNT(AM) Chicago** (BAL910329EB; 820 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Century Broadcasting Corp. to Diamond Broadcasting Inc. for $650,000. Seller is headed by George Collias, Howard Grafman and Anthony C. Karlos. Century Broadcasting is general partner of Century Chicago Broadcasting Ltd., licensee of WPNT-AM-FM Chicago; KYBG(AM) Aurora and KYBG-FM Castle Rock, both Colorado. It is also general partner of San Francisco Century Broadcasting Ltd., licensee of KMEL(FM) San Francisco. Buyer is headed by Daniel R. and Karen K. Lee, husband and wife, and Seth Mason, and is licensee of WSBC(AM)-WXRT(FM) Chicago; KOMA(AM)-KRXO(FM) Oklahoma City and KPYR(FM) Osceola, OK. Daniel Lee also owns 310 share of Cablevision of Illinois, which operates systems serving suburban Chicago. Filed March 29.

■ **WREN(AM) Topeka, KS** (BAL910322EA; 1250 khz; 5 kw-U)—Seeks assignment of license from N.E. Paton Jr., trustee, to Wren Broadcasting for $20,000. Seller has no other broadcast interests. Buyer is headed by Michael Glinter and has no other broadcast interests. Filed March 22.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	[illegible]71	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1250-1

Broadcasting Apr 29

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Broadcasting/cable cost-sharing predicted; Viacom/Katz consortium meets

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Time lease deals are growing trend in '90s; ROC review of DAB

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Hollywood and PPV: Studios prepare for multichannel world

BUSINESS / 43
Poor first quarter; AnchorMedia wins round one

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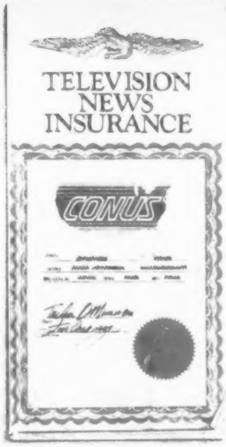

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Liberalization of rules on radio's multiple ownership, duopoly

THIS WEEK

19 / RADIO CHANGES AHEAD?

The FCC plans to open a rulemaking May 9 to review multiple ownership and duopoly rules for radio. The proceeding will also take a hard look at time brokerage agreements.

20 / DOWN UPFRONT?

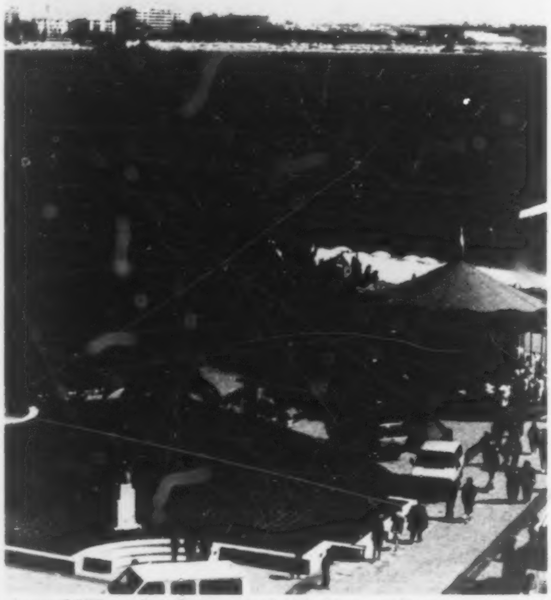
A weak scatter market and recession has the three networks and Fox in a less than advantageous position for this year's upfront. Last year, advertisers spent $4.35 billion in the prime time upfront, a figure no one expects to be matched this year. Media buyers are adamant that the networks will have to go out of their way to make sure that prices are cheaper than scatter or else there may not be much of an upfront at all. One bright spot for the networks: the children's upfront was surprisingly strong.

21 / GETTING READY FOR SWEEPS

The networks are gearing up for the May sweeps (April 25-May 22), wrapping up series story lines and introducing the last of the year's specials and made-for-TV movies.

22 / OLYMPICS GO FOR MORE THAN GOLD

NBC and Cablevision's pay-per-view Olympics will try to convince four of the largest cable networks to give up their channel space to carry the event for two weeks in 1992.



Annual MIP marketplace seems headed in new direction (page 23)

23 / MIP MARKETPLACE

The international television marketplace is changing, judging from last week's annual MIP-TV market in Cannes, France. Diminishing international taste for American shows, fiscal and regulatory uncertainties centering on fin-syn and quotas, and new visions of co-production all seem to be pushing the industry toward new ways of doing business.

26 / NEW SHOWTIME PRESIDENT

Showtime Networks Inc. has named Matt Blank, executive vice president, marketing, to be president and chief operating officer of the company. He said the premium program service will continue its commitment to original product and is attempting to fundamentally restructure its wholesale pricing and retail packaging.

27 / THE ART OF SHARING

CBS Entertainment President Jeff Sagansky said last week that he expects a time will come when TV series will be shared by a network and a cable channel to cover the series cost. He suggested that in the future a series would get two airings in a week, first on a broadcast network and then again on a cable channel.

28 / INTERNATIONAL OVERLAP

International producer/distributor REG Grundy Productions is joining with Chris-Craft/United TV station group and Pinelands Inc. to produce 26 first-run hour episodes of *Dangerous Women* for national syndication next fall.

33 / TIME SHARE

As more stations hit financial hard times, time brokerage agreements between co-located stations to lease out studios and/or air time are increasing. While the FCC has not formally addressed the issue, Mass Media Bureau Chief Roy Stewart observed that if it "can serve a public interest purpose by keeping stations viable and operating, it may very well increase the amount of program diversity in the market."

From a broadcaster's perspective, time brokerage provides a reasonable way to save the operator who is in a tough situation and can provide a means for the stronger station to expand in a tight market.

37 / HOLLYWOOD AND PAY PER VIEW

With an explosion in pay-per-view channels expected during this decade, movie studios are eyeing ways to make sure they are helping to light the fuse.

39 / TVKO SCORES WITH TKO

According to Time Warner's TVKO, the

heavyweight title fight between Evander Holyfield and George Foreman scored the highest buy rate ever.

41 / SCALING BACK

Changes in Washington news bureaus over the last seven months are more the result of reduced station revenue, wavering commitment to the bureaus from the home stations and belt-tightening of corporate news budgets, than of the quality of the news produced by the bureau. Although the trend has been in closing and downsizing of staff, the few remaining bureaus are surprisingly busy.

43 / FIRST QUARTER BLUES

First-quarter financial results reported last week lived up to their expectations—overall, profits were down for publicly held broadcast groups, with some experiencing double-digit declines. Comparisons for some station groups also suffered.

43 / ANCHORMEDIA WINS FIRST ROUND

AnchorMedia Group has been awarded $19 million in its lawsuit against Narragansett Capital for breach of contract, fraud and misrepresentation over AnchorMedia's 1988 $162-million purchase of Narragansett Television's ABC affiliate, KOVR-TV Sacramento, Calif. Narragansett will file a motion requesting the verdict be overturned.

44 / PROMOTION: MORE WITH LESS

Sweeping ending: CBS wraps up 13-year run of 'Dallas' (page 21)

Advertising and promotion budgets have been flat to down at most television stations over the last five years. Although station managers often say promotion is among a station's key operations, promotion budgets have not been immune to the belt-tightening going on throughout the Fifth Estate. Promotion executives not only have to deal with that, but also with a changing environment requiring them to work more with sales than ever before.

48 / BUT, FIRST

Before the new financial interest-syndication rules take effect, old settlements with the Justice Department must now be modified or repealed also.

49 / SURVEY SAYS

According to survey results released by the National Association of Telecommunications Officers and Advisors, cable rates are doubling and competition among cable operators is virtually nonexistent, even though few communities prohibit it. However, the National Cable Television Association said the survey findings are "cooked up."

52 / MONTREUX AGENDA SET

The world's leading television engineers will be in Montreux, Switzerland, June 13-18, for the 17th International Television Symposium and Technical Exhibition. Symposium events will include broadcast and cable technology sessions on HDTV, digital video and other technical advancements, a 250,000 square-foot equipment exhibition and the fourth International Electronic Cinema Festival.

53 / CARLTON BIDS FOR CHYRON

Carlton Communications, London, is bidding to acquire Chyron Corp., Melville, N.Y., manufacturer of character generators and other video production gear, following Chyron's Chapter 11 filing last fall. Montage Group Ltd., Keene, N.H., video editing system manufacturer, is considering a counter offer.

54 / THE RESHAPING OF CBC

In this "At Large" interview with BROADCASTING, Gerard Veilleux, president and chief executive officer of Canadian Broadcasting Corp., talks about the federal funding cuts and declining TV ad revenue affecting the CBC, as well as his hopes and plans for the corporation.

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Morning News. Dallas-Fort Worth Hilton Executive Conference Center, Grapevine, Tex. Information: (213) 851-7372.

ALSO IN MAY

May 5-June 16—"TV's Best Commercials: Soft Drinks," series at *Museum of Broadcast Communications*. 800 South Wells Street, Chicago. Information: (312) 987-1500.

May 5-8—*Association of National Advertisers* advertising financial management conference, "Advertising and Accountability." Walt Disney World Dolphin, Orlando, Fla.

May 5-11—31st annual Golden Rose of Montreux festival for light entertainment television programs, sponsored by *Swiss Broadcasting Corp.* and *City of Montreux, Switzerland.* Information: John Nathan, (212) 223-0044.

May 6-9—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-Lincoln.* Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

May 7—*USA Network* local ad sales workshop. Boston Marriott Copley, Boston. Information: Tracey Muhlfeld, (212) 408-9170.

May 7—"Public Broadcasting in Britain and America," panel sponsored by BBC. Panelists include Michael Checkland, director general, BBC; Bruce Christensen, president, PBS; Erwin Duggan, FCC commissioner, and Lawrence Grossman, senior fellow, Gannett Center, and former president, PBS. Annenberg auditorium, Willard Office Building, Washington.

May 8—Speech by film distributor Gretchen Ellsner-Sommer, seventh in series, "Getting Into the Business," sponsored by *Center for New Television.* 912 South Wabash, Chicago. Information: (312) 427-5446.

May 8—"Television's New Power Partnership: Advertisers and Regional Sports Networks," speech by John Severino, president and chief executive officer, Prime Ticket Network, to drop-in luncheon of *National Academy of Television Arts and Sciences, New York chapter.* Copacabana, New York. Information: (212) 768-7050.

May 8-14—First International Advertising Conference and Exhibition, sponsored by *International Advertising Association's China Chapter.* Theme: "Successful Advertising in a Changing Age." National Library of China, Beijing. Information: (212) 557-1133.

May 9—"How Vast the Wasteland Now?" lecture sponsored by *Gannett Foundation Media Center.* Kathryn Bache Miller Theater, New York. Information: (212) 280-8392.

May 10—*USA Network* local ad sales workshop. Greenbelt Marriott, Greenbelt, Md. Information: Tracey Muhlfeld, (212) 408-9170.

May 11—Employment assistance workshop, sponsored by *Institute of Electrical and Electronics Engineers, National Capital Area Council.* Sheraton Premiere, Tysons Corner, Vienna, Va. Information: (703) 321-7301.

■ **May 11**—"Children's Television: The State of the Art," forum sponsored by *Academy of Television Arts and Sciences, Activities Committee.* Moderator: Linda Ellerbee, television journalist-author. Among panelists: Shelley Duvall, Think Entertainment; Geraldine Laybourne, Nickelodeon; John Claster, Claster Television; David Kirschner, Hanna-Barbera; Gary Krisel, Walt Disney Television Animation; Leslie Lurie, NBC; Jenny Trias, ABC, and Karen Jaffe, KidsNet. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

ERRATA

April 8 story headlined "FTC Sues MMDS Filing 'Mill' " misidentified **United States Independent Microwave Association (USIMTA)** as USMTV.

Author of April 22 "Open Mike" headlined "F For Effort" should have been **Dale Kunkel,** PhD, assistant professor of telecommunications, Indiana University, Bloomington.

"Syndication Sales Scorecard" in April 15 issue inadvertently omitted **Goodman Entertainment Group's 1991-92 syndication launches of weekly children's programs,** *Wide World of Kids* and *KTV*. *Wide World* has been sold in 75% of U.S., while *KTV* has been cleared in markets representing 20% coverage.

■ **May 13**—Forum on international telecommunications standards-setting process, sponsored by *Bureau of International Communications and Information Policy of Department of State.* State Department, Washington. Information: (202) 647-2592.

May 13-14—Technical job fair, sponsored by *Institute of Electrical and Electronics Engineers, National Capital Area Council.* Embassy Suites Hotel, Tysons Corner, Vienna, Va. Information: (703) 321-7301.

May 13-15—"Pay Per View: Building to a Billion," second annual pay-per-view conference, sponsored by *Cable Television Administration and Marketing Society.* Marriott World Center, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

May 14—*International Radio and Television Society* Broadcaster of the Year luncheon. Recipients: Robert MacNeil and Jim Lehrer, MacNeil/Lehrer NewsHour. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 14—*Action for Children's Television* 19th annual awards ceremony and luncheon. National Press Club, Washington. Information: (617) 876-6620.

May 14-16—*Cable Television Administration and Marketing Society* service management master course. San Antonio, Tex. information: (703) 549-4200.

May 15—"Cable's Next Breakthrough: Court TV," speech by Steven Brill, president, American Lawyer Media, and chief executive officer, Courtroom Television Network, to *National Academy of Television Arts and Sciences, New York chapter.* Copacabana, New York. Information: (212) 768-7050.

May 15—"Interdiction/off premise addressability," seminar sponsored by *Society of Cable Television Engineers, Penn-Ohio meeting group.* Cranberry Motor Lodge, Warrendale, Pa. Information: (716) 664-7310.

■ **May 15-16**—*Ohio Association of Broadcasters* spring convention. Stouffers, Cleveland. Information: (614) 228-4052.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (212) 682-2500.

May 15-19—Annual public radio conference, sponsored by *National Public Radio.* Sheraton, New Orleans. Information: (202) 822-2090.

May 15-19—21st annual National Educational Film and Video Festival. Among sponsors: *National Captioning Institute, Clorox Co., City of Oakland* and *California Council for the Humanities.* Oakland Museum, Exploratorium's McBean Theater and Oakland Convention Center, Oakland, Calif. Information: (415) 465-6885.

May 16—*USA Network* local ad sales workshop. Hyatt Westshore at Tampa International, Tampa, Fla. Information: Tracey Muhlfeld, (212) 408-9170.

May 16—*Advertising Club of Metropolitan Washington* annual "Radio Day 1991—A Sound Investment." Washington Hilton & Towers, Washington. Information: (301) 656-2582.

■ **May 16**—"How to Get a Job in the International Marketplace," sponsored by *New York Women in Cable.* HBO Media Center, New York. Information: Audrey Fontaine, (212) 916-1040.

May 16-17—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

May 16-18—*New Mexico Broadcasters Association* 40th annual convention. Hyatt Regency, Albuquerque, N.M. Information: Dee Schelling, (505) 299-6908.

May 16-19—*American Women in Radio and Television* 40th annual convention, featuring presentation of new awards, AWRT Star Awards, for commitment and sensitivity to the issues and concerns of women. Omni, Atlanta. Information: (202) 429-5102.

May 18—Presentation of 43rd annual Los Angeles area Emmy Awards, sponsored by *Academy of Television Arts and Sciences.* Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

May 18—Presentation of National Headliner Awards, sponsored by *Press Club of Atlantic City.* Atlantic City, N.J. Information: (609) 272-7141.

May 19-21—*Concert Music Broadcasters Association* annual meeting, hosted by KING-FM Seattle. Seattle Sheraton, Seattle. Information: Peter Newman, (206) 448-3672.

May 19-21—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash. Information: (206) 286-2056.

May 19-25—*National Association of Broadcasters* small group seminars on investment opportunities in Europe, London and Paris. Information: Charles Sherman, (202) 429-5361.

May 20-21—*Illinois Broadcasters Association* congressional visits. Washington. Information: (217) 753-2636.

May 20-22—Media Summit on significant global business opportunities for media owners, advertising executives, international corporate presidents, bankers, investment analysts and program managers, organized by Johannesson & Associates S.A., Luxembourg. Waldorf Astoria, New York. Information: (352) 458473.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/8	ABC 9.7 / 16			MACGYVER (35) [11.4 / 19] 10.9 / 19	11.8 / 19	ABC MONDAY NIGHT MOVIE—THE BOYS (54) [8.9 / 15] 9.2 / 15	8.8 / 14	8.6 / 15	8.9 / 17
	CBS 14.3 / 24			EVENING (25) SHADE 12.8 / 22	MAJOR (13) DAD 14.6 / 24	MURPHY (5) BROWN 16.3 / 26	DESIGNING (7) WMN. 15.6 / 25	NORTHERN EXPOSE (22) [13.1 / 24] 13.5 / 24	12.6 / 24
	NBC 10.8 / 18			FRESH (40) PRINCE 11.2 / 19	BLOSSOM (48) 10.5 / 17	NBC MONDAY NIGHT MOVIE—SHE STOOD ALONE (47) [10.8 / 18] 10.6 / 17	10.5 / 17	11.2 / 20	11.2 / 21
TUESDAY 4/9	ABC 14.0 / 25			WHO'S THE (23) BOSS 12.4 / 23	BABY (32) TALK 11.7 / 20	ROSEANNE (3) 18.3 / 31	STAT * (4) 17.1 / 29	THIRTYSOMETHING (27) [12.3 / 22] 12.5 / 22	12.1 / 23
	CBS 7.8 / 14			RESCUE 911 (28) [12.2 / 22] 11.1 / 21	13.2 / 23	TUESDAY NIGHT MOVIE—ROMERO (79) [5.6 / 10] 6.5 / 11	5.2 / 9	5.2 / 9	5.3 / 10
	NBC 11.6 / 21			MATLOCK (28) [12.2 / 22] 11.6 / 22	12.8 / 22	SHANNON'S DEAL [11.3 / 20] 11.3 / 19	11.4 / 19	11.4 / 20	11.2 / 21
WEDNESDAY 4/10	ABC 11.3 / 20			WONDER (35) YEARS 11.4 / 21	GROWING (23) PAINS 12.9 / 23	DOOGIE (20) M.D. 13.7 / 23	ANYTHING (30) LOVE 12.0 / 21	GABRIEL'S FIRE (56) [8.8 / 17] 8.8 / 16	8.8 / 17
	CBS 10.0 / 18			BUGS (64) BNNY. [7.5 / 14]	PRIMETM. (70) PETS [7.1 / 12]	JAKE AND FAT MAN (35) [11.4 / 19] 10.8 / 18	12.1 / 21	48 HOURS (40) [11.2 / 21] 11.7 / 21	10.7 / 21
	NBC 12.2 / 22			UNSLVD. MYSTERIES (14) [14.5 / 26] 14.0 / 26	14.9 / 26	NIGHT (43) COURT [11.1 / 19]	DEAR (51) JOHN [9.5 / 16]	QUANTUM LEAP (32) [11.7 / 22] 11.6 / 21	11.7 / 23
THURSDAY 4/11	ABC 7.8 / 13			USERS GUIDE/EARTH (74) [6.5 / 11] 6.3 / 11	6.6 / 11	TWIN PEAKS (79) [5.6 / 9] 5.4 / 9	5.7 / 9	PRIMETIME LIVE (38) [11.3 / 21] 11.2 / 19	11.3 / 22
	CBS 9.1 / 16			TOP COPS (52) [9.3 / 16] 9.1 / 16	9.6 / 16	ANTAGONISTS (58) [8.6 / 14] 8.1 / 13	9.1 / 15	DORF'S FAMILY (57) [8.7 / 16] STUMP 9.9 / 17	8.6 / 16
	NBC 14.1 / 24			COSBY (17) 13.9 / 25	DIFFERENT (9) WORLD 15.1 / 26	CHEERS (1) 18.8 / 31	SEINFELD (15) 14.3 / 24	L.A. LAW (40) [11.2 / 20] 11.2 / 19	11.2 / 21
	FOX 8.2 / 14			SIMPSONS (46) 11.0 / 20	TRUE (71) CLR/SP. 7.0 / 12	BEVERLY HILLS, 90210 (66) [7.4 / 12] 7.1 / 12	7.7 / 13		
FRIDAY 4/12	ABC 13.3 / 25			FULL (16) HOUSE 14.1 / 28	FAMILY (11) MAT. 14.7 / 27	PERFECT STRANG. (34) [11.6 / 21] 11.4 / 21	11.7 / 21	20/20 (18) [13.8 / 27] 14.1 / 27	13.5 / 27
	CBS 8.9 / 17			GUNS OF PARADISE (64) [7.5 / 14] 6.9 / 14	8.0 / 15	DALLAS (43) [11.1 / 20] 10.8 / 20	11.4 / 20	TRUE DETECTIVES (59) [8.1 / 16] 8.0 / 15	8.1 / 16
	NBC 7.2 / 13			BLACK JACK (77) [5.8 / 11] SAVAGE 5.7 / 11	5.9 / 11	HUNTER (63) [7.7 / 14] 7.4 / 14	8.0 / 14	MIDNIGHT CALLER (60) [8.0 / 15] 7.9 / 15	8.1 / 16
	FOX 3.8 / 7			AMR'S MOST WANTED (85) [4.8 / 9] 5.0 / 10	4.6 / 9	DEA: SP TASK FORCE (88) [2.8 / 5] 2.8 / 5	2.8 / 5		
SATURDAY 4/13	ABC 7.4 / 15			YOUNG RIDERS (73) [6.7 / 14] 6.6 / 14	6.7 / 13	ABC SATURDAY NIGHT MOVIE—DEAD ZONE (62) [7.8 / 15] 6.8 / 13	7.3 / 14	8.3 / 16	8.7 / 17
	CBS 6.6 / 13			FLASH (78) [5.7 / 12] 5.2 / 11	6.2 / 12	CBS SATURDAY NIGHT MOVIE—HIGHER GROUND (71) [7.0 / 13] 6.1 / 11	6.1 / 11	7.8 / 15	7.9 / 16
	NBC 11.6 / 23			AMEN (60) 8.0 / 17	DOWN (50) HOME 9.8 / 20	GOLDEN (11) GIRLS 14.7 / 28	EMPTY (9) NEST 15.5 / 28	CAROL & COMPANY (43) [11.1 / 22] 11.4 / 22	10.8 / 21
	FOX 4.3 / 8			TOTALLY (86) H. VD. 3.8 / 8	YEAR- (87) BOOK 3.0 / 6	COPS (82) 5.0 / 9	COPS 2 (81) 5.5 / 10		
SUNDAY 4/14	ABC 11.0 / 19	LIFE GOES ON (68) [7.2 / 14] 6.2 / 12	8.3 / 15	AMR. FUN (6) VIDEO 15.8 / 27	AMR. FUN. (8) PPLE. 15.4 / 25	ABC SUNDAY NIGHT MOVIE—THE PERFECT TRIBUTE (48) [10.5 / 18] 10.8 / 17	10.6 / 17	10.5 / 18	10.2 / 19
	CBS 14.5 / 25	60 MINUTES (2) [18.6 / 35] 18.0 / 35	19.2 / 35	MURDER SHE WRT. (21) [13.5 / 22] 13.3 / 22	13.6 / 22	CBS SUNDAY MOVIE—CHILD IN THE NIGHT (23) [12.9 / 22] 12.3 / 20	12.8 / 21	13.3 / 23	13.1 / 24
	NBC 7.8 / 13	SUPER BLOOPS. (76) [6.0 / 11] 5.5 / 11	6.5 / 12	R. LIFE W/J. PAULEY (68) [7.2 / 12] 6.4 / 11	8.0 / 13	NBC SUNDAY NIGHT MOVIE—KILLER INSTINCT (53) [9.0 /15] 8.7 / 14	8.8 / 14	9.1 / 16	9.3 / 17
	FOX 8.0 / 14	TRUE CLR. (82) 5.0 / 10	P. LEWIS (82) 5.0 / 9	LIVING (54) COLOR 8.9 / 15	GET A LIFE (66) 7.4 / 12	MRD. WITH (18) CHILD. 13.8 / 22	TOP OF (31) HEAP 11.9 / 19	COMIC STRIP LIVE (75) [6.1 / 11] 6.8 / 12	5.5 / 10

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 10.7 / 19	CBS 10.3 / 18	NBC 10.6 / 19	FOX 6.4 / 11
SEASON PRIME TIME AVERAGE	ABC 12.4 / 21	CBS 12.3 / 20	NBC 12.6 / 21	FOX 6.5 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RIDING GAIN

JACOR FINANCIAL RESULTS

Cincinnati-based Jacor Communications Inc. reported financial results for the first quarter, ended March 31. The company reported broadcast revenue of $14,585,267 for the first quarter in 1991, down from the first quarter of 1990's net revenue of $19,130,351. The company attributed the decrease to the sale of radio stations WMJI(FM) Cleveland and WYHY(FM) Gallatin, Tenn., and the sale of Eastman Radio. The sale of the two radio stations in January increased net income to $6,941,264 for the first quarter, compared to a net loss of $5,323,052 for the same period in 1990.

Jacor reported an operating loss of $901,333 for the first quarter of 1991, compared to an operating loss of $1,099,483 for the same period in 1990.

FROM CABLE TO RADIO

C-SPAN will launch a weekly radio program in September. The hour-long *C-SPAN's Weekly Radio Journal* will be available free to radio stations via NPR's radio system. The network will take selected programs from C-SPAN's networks and package them for radio. A pilot for the 13-week program will be previewed at the Public Radio Conference in New Orleans May 15.

MORE ARBITRON NUMBERS

Arbitron quarterly ratings for Washington, Dallas-Fort Worth and Houston-Galveston were released last week. The strength of news-formatted stations increased in Washington, where WTOP(AM) jumped from a 3.5 in the fall survey, to a 6.5 during the winter. WPGC-FM continued to dominate the market, although it dropped from an 8.1 to a 7.3. In Dallas, the top three stations in the fall survey continued to lead the market, although all three lost ratings points. In Houston-Galveston, KIKK-FM continued to lead although it dipped slightly, 8.4 to 8.2.

Station	*Format*	*Fall '90*	*Winter '91*
7. Washington			
WPGC-FM	CHR	8.1	7.3
WGAY(FM)	Easy	6.8	6.9
WTOP(AM)	News	3.5	6.5
WKYS(FM)	Urban	4.8	5.3
WMZQ-AM-FM	Country	6.4	4.9
WRQX(FM)	AC	3.0	4.8
WASH(FM)	AC	3.5	4.5
WMAL(AM)	News/talk	4.6	4.4
WLTT(FM)	AC	3.0	4.1
WAVA(FM)	CHR	4.0	3.8
8. Dallas-Fort Worth			
KSCS(FM)	Country	10.0	9.1
KVIL-AM-FM	AC	8.5	6.9
KPLX(FM)	Country	7.4	6.6
WBAP(AM)	Country	4.5	6.2
KKDA-FM	Urban	5.3	5.7
KRLD(AM)	News/sports	4.9	5.5
KTXQ(FM)	AOR	5.4	5.4
KEGL(FM)	CHR	4.2	4.4
KJMZ(FM)	Urban	2.7	4.0
10. Houston-Galveston			
KIKK-FM	Country	8.4	8.2
KILT-FM	Country	7.5	7.5
KMJQ(FM)	Urban	7.9	6.6
KTRH(AM)	News	5.2	5.4
KLOL(FM)	AOR	5.9	5.3
KODA(FM)	Soft AC	4.4	5.3
KKBQ-AM-FM	CHR	4.2	4.6
KQUE(FM)	Nostalgia	3.3	4.6
KHMX(FM)	Mix	6.6	4.2
KLTR(FM)	AC	3.9	3.5
KZFX(FM)	Classic rock	2.8	3.5

In other news, the Arbitron Ratings Co. said it would delist WWFE(AM) from the Miami-Fort Lauderdale printed radio report due to station on-air activity that violated Arbitron's Ratings Distortion policy. The station activities included suggesting in Spanish to listeners that they fill in their Arbitron ratings diaries in favor of WWFE.

ROC LEAVES DAB OPTIONS OPEN

The Radio Operators' Caucus, meeting in Las Vegas during the National Association of Broadcasters convention, has formally adopted the 11 objectives regarding digital audio broadcasting as set forth by the NAB (BROADCASTING, Feb. 18). Still, the ROC did not necessarily endorse adoption of any DAB system, including the Eureka 147 system, of which NAB is a proponent.

Emmis Broadcasting President Steve Crane, ROC spokesman, told BROADCASTING the caucus "specifically should be put on record not supporting Eureka or any other system." Crane said the ROC is "encouraging the development of all systems, including in-band systems, and are very much encouraging the development of all technologies." Crane said the ROC's position is driven by the theory that DAB technology is developing at such a pace "that to favor one over another might be a mistake at this point. We've got a way to go before we see how things will really emerge."

Crane said the in-band system currently being developed by Gannett with the support of CBS and Group W "is promising and definitely should be considered as a viable alternative for DAB." Contrary to some current speculation, Crane said he understood that an in-band system would accommodate both AM and FM, "and it might even work better in the AM band than in the FM band."

Was the NAB premature in announcing its support of the Eureka 147 system? "We want people to draw their own conclusion about that," Crane said.

ABC SPINS GOLD

ABC Radio Networks is launching *The Double Gold Collection*, a package of two new weekly oldies programs, *American Gold* and *Rock and Roll's Greatest Hits*, both of which will be written, hosted and produced by Dick Bartley.

Rock and Roll's Greatest Hits, which debuts May 4 and will air live Saturday night from ABC's New York studios, is a four-hour all-request gold show. No network commercials will be scheduled for the program throughout the remainder of 1991, but stations will have the opportunity to break for local spots. The program will be fed Saturday from 7 to 11 p.m. ET; the first three hours will be refed for stations in the Pacific time zone. A toll-free phone number also will be provided for listeners' requests.

The four-hour *American Gold* is scheduled to premiere in early June and will feature a countdown based on top hits from the 1960's and '70s, artist interviews, listener requests and lifestyle news and information. The program will be distributed on CD, with a broadcast window of 6 a.m.-7 p.m. on Saturday-Sunday.

most of his counterparts at other stations, does not see a change in policy anytime soon. "Clients expect it now—extra spots, billboard, half-hour specials—they expect it."

Hank Yaggi, president and general manager of Gannett-owned WUSA(TV) Washington, does not like billboarding. Said Yaggi: "We will sell the audience for our news, not the editorial side. As soon as you start selling your editorial side, your credibility starts to diminish." While money for promotion is being reduced, Yaggi said it is not affecting marketing and promotion plans because the costs for promotions (like advertising on radio) are also coming down in the recessionary climate.

While the duties of promotion departments may be changing, the primary focus, said Peter Smith, broadcast promotion manager for Pulitzer Broadcasting (seven network affiliates), is audience ratings. "One rating point increase over several books will bring in more money than small one-time only projects," said Smith. At Pulitzer, he said, promotion budgets are not being cut, but have just not grown as quickly as they did 10 years ago.

But not all operators are trying to do more with less. ABRY Communications (five TV's) partner Andrew Banks estimated ABRY stations try to spend 25% more than their competitors. ABRY, which focuses on turn-around properties, has spent heavily on elaborate promotions designed to bring viewers back to their stations in their new forms.

The changes in the promotion business are not going unnoticed by their trade association. This year's Broadcast Promotion and Marketing Executives (BPME) convention being held in June will focus more on marketing and costs than in years past and announce the results of an intensive survey about where promotion dollars have been going. **-JF**

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$297,500** □ **6**

FM's □ **$748,000** □ **4**

AM-FM's □ **$12,818,000** □ **6**

TV's □ **$37,000,000** □ **1**

Total □ **$50,863,500** □ **17**

Year to Date:

AM's □ **$14,812,497** □ **74**

FM's □ **$71,220,534** □ **80**

AM-FM's □ **$112,569,054** □ **66**

TV's □ **$209,394,000** □ **31**

Total □ **$407,996,085** □ **255**

For 1990 total see Jan. 7, 1991 BROADCASTING

WTTV(TV) Indianapolis and satellite WTTK(TV) Kokomo, Ind. □ Sold by Capitol Broadcasting Co. Inc. to River City Televison Partners Ltd. for $37 million. **Seller**, headed by Jim Goodmon, will acquire minority interest in River City; Capitol Broadcasting also owns WRAL-TV Raleigh-Durham, WRAL(FM) Raleigh and WJZY(TV) Charlotte, all North Carolina; WSTF(FM) Orlando, Fla.; WWMX(FM) Baltimore, and WRNL(AM)-WRXL(FM) Richmond, Va. **Buyer**, headed by Barry Baker and Larry D. Marcus, owns KDSM-TV Des Moines; KSTZ(FM) and KDNL-TV, both St. Louis, and KABB(TV) San Antonio, Tex. Baker also has interests in Metro Broadcasting Inc., licensee of WIBV(AM) Belleville, Ill. *Broker: R.C. Crisler & Co. and Communications Equity Associates.*

WOOD-AM-FM Grand Rapids, Mich. □ Sold by United Artists Broadcast Properties to Bruce Holberg for estimated $10 million-$11 million. Station sold in 1987 for $18.55 million ("Changing Hands," Aug. 17, 1987). **Seller** is affiliate of United Artists Entertainment, Colorado-based owner of cable systems and movie theaters; stations were its only broadcast properties. **Buyer** is president of radio division of group owner TAK Communications, which owns WUSL(FM) Philadelphia, WJQY(FM) Miami and WKIO(FM) Urbana, Ill. TAK Communications also owns six TV's. WOOD(AM) is fulltimer with adult contemporary format on 1300 khz with 5 kw. WOOD-FM has easy listening format on 105.7 mhz with 265 kw and antenna 810 feet above average terrain. *Broker: Communications Equity Associates.*

WOCB-AM-FM West Yarmouth, Mass. □ Sold by Patch-Dunn Association of Cape

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■ **New York** WBAI(FM) 99.5 mhz—April 8 application for CP to change ERP: 4.3 kw H&V; change ant.: 415 m.

■ **Oneonta, NY** (no call letters) 91.7 mhz--April 9 application for mod. of CP (BPED891204MA) to change ERP: .57 kw H 2.28 kw V; ant.: 161 m.; TL: off Swart Hollow Rd., 3.5 km S of Oneonta, NY.

■ **Pittsburgh** WEZE(FM) 104.7 mhz—April 3 application for mod. of CP (BPH901120IA) to change directional antenna pattern.

■ **Union City, PA** WCTL(FM) 106.3 mhz—April 4 application for CP to change ERP: 3.4 kw H&V; ant.: 131 m.; change TL: 1.5 km S of intersection of Hopson & Fuller Rds., 6.9 km W of Wattsburg, PA; main studio location.

■ **Abbeville, SC** WZLA-FM 92.9 mhz—April 11 application for CP to change ERP: 6 kw H&V.

■ **Hilton Head Island, SC** WIJY(FM) 105.5 mhz—April 3 application for mod. of CP (BPH851216NE) to change TL: Port Isabel Turning Basin, TX.

■ **Surgoinsville, TN** WEYE(FM) 104.3 mhz—April 12 application for CP to change ERP: 4.4 kw H&V.

■ **Clifton, TX** KWOW(FM) 103.3 mhz—April 4 application for CP to change ERP: 8.369 kw H&V; ant.: 175 m.; change TL: State Rte. 708, 6.5 mi E of Clifton, TX; class: C3 (per docket #89-568).

■ **Crystal City, TX** KHER(FM) 94.3 mhz—April 5 application for CP to change ERP: 3 kw (H) only.

■ **Port Isabel, TX** KVPA(FM) 101.1 mhz—April 3 application (BMPH910403IF) granted for mod. of CP (BPH851216NE) to change TL: Port Isabel Turning Basin, TX.

■ **Exmore, VA** WPHG(FM) 106.1 mhz—April 8 application for mod. of CP (BPH880324MP) to change ERP: 25 kw H&V; change class: B1 (per docket #90-371).

■ **Columbus, WI** WYKY(FM) 100.5 mhz—April 2 application for CP to change ERP: 6 kw H&V.

TV's

■ **Mayaguez, PR** WNJX-TV ch. 22—April 9 application for CP to change ERP: 1,550 kw (vis); ant.: 620 m.; change TL: Monte Del Estado Antenna Farm, 3.5 km S of Maricao, PR; ant: Andrew ATW 30H5-HTC-225(DA)(BT) 18 09 05N 66 59 20W.

Actions

AM's

■ **Anaheim, CA** KORG(AM) 1190 khz—April 12 application (BMP910228AE) granted for mod. of CP (BP840424AJ) to modify daytime and patterns.

■ **Oklahoma City** KQCV(AM) 800 khz—April 12 application (BP900405CS) granted for CP to increase day power to 2.5 kw; add night service with 500 watts; change from non-DA to DA and change TL: to W side of County Line Rd., .72 km. N.N.W. of intersection of County Line Rd. and 59th St., Oklahoma City 35 24 45N 97 40 26W.

■ **Ceiba, PR** WFAB(AM) 890 khz—April 11 application (BMP900227AF) dismissed for mod. of CP (BP840914AA) to change TL: to Santiago Lima Ward, Nayuabo, PR and make changes in antenna system.

FM's

■ **Mobile, AL** WAYF(FM) 88.5 mhz—April 12 application (BMPED901211ID) dismissed for mod. of CP (BPED860815MB) to change ant.: 190.8 m.; TL: 30 40 55.5N 87 49 40.8W; change to class C1.

■ **Barstow, CA** KXXZ(FM) 95.9 mhz—April 8 application (BMPH900917IE) granted for mod. of CP (BPH851029MI) to change antenna height supporting-structure.

■ **Berkeley, CA** KPFB(FM) 89.3 mhz—April 8 application (BPED910115IB) granted for CP to change ERP: .460 kw H; ant.: -30 m.; change TL: 1929 Martin Luther King Jr. Way, Berkeley, CA 94704; other: new DA pattern.

■ **China Lake, CA** KSSI(FM) 102.7 mhz—March 14 application (BMPH901126IA) granted for mod. of CP (BPH870313NW) to change ant.: -6.7 m.; TL: on S side of Ridgecrest-Inyokern Rd., .35 km E of N Downs St., Ridgecrest, CA.

■ **Fresno, CA** KNAX(FM) 97.9 mhz—April 11 application (BMPH910205ID) granted for mod. of CP (BPH890915IH) to change antenna supporting structure height.

Green Acres, CA KRAB(FM) 106.3 mhz—April 12 application (BPH900813IE) granted for CP to change ERP: 3.9 kw H&V; change ant.: 125 m.; TL: NW 1/4, lot 13, Block 24, Township 28 S, range 27 E, Mount Diablo Meridian; 0.57 km due W of Woody Rd., 6 km N of Oildale, CA.

■ **Ventura, CA** KAGR(FM) 107.1 mhz—April 8 application (BPH900531ID) granted for mod. of CP (BPH11145 as mod.) to change ERP: .42 kw H&V.

■ **Visalia, CA** KGYU(FM) 96.1 mhz—April 2 application (BMPH901129IA) granted for mod. of CP (BPH870331NJ) to change ERP: 4.78 kw H&V ant.: 109 m. TL: in Venice Hills 11.7 km NE of Central Visalia at 68 degree (T).

■ **Washington** WGMS-FM 103.5 mhz—April 11 application (BPH900205IG) granted for CP to change ERP: 44 (max-DA) kw H&V; change ant.: 158 m., and to replace DA.

■ **Fort Myers Villas, FL** WSUV(FM) 106.3 mhz—April 11 application (BMPH901231IA) granted for mod. of CP (BPH820825BZ) to change ERP: 6 kw H&V; ant.: 81 m.; TL: 16287 Old U.S. 41 S, near Fort Meyers, FL.

■ **Dock Junction, GA** WXMK(FM) 105.9 mhz—April 11 application (BMPH901002IA) granted for mod. of CP (BPH870910MJ) to change ERP: 6.2 kw H&V; ant.: 149 m.; TL: .67 km SW of Hwy. 303, Blyth Island, GA.

■ **Royston, GA** WPUP(FM) 103.7 mhz—April 12 application (BPH901213IC) granted for CP to change ERP: 25 kw H&V; ant.: 100 m.; TL: 4.4 km NE of the Community of Pocataligo in Madison County, GA; change from channel 279A to 279C3 (per docket #89-523).

■ **Thomasville, GA** WSTT-FM 107.1 mhz—April 12 application (BPH901224IE) granted for CP to change ERP: 68.2 kw H&V; change ant.: 251 m.; TL: approximately 3.3 km NW of the intersection of County Rte. 154 and US Rte. 319, FL; change from channel 296A to channel 296C1 (per docket #87-455 and FCC document no. 90-1818).

■ **Tifton, GA** WPLH(FM) 107.5 mhz—April 8 application (BPED900308IH) granted for CP to change FREQ: 104.9 mhz.

■ **Benton, IL** WQRL(FM) 106.3mhz—April 10 application (BPH901210ID) granted for CP to change ERP:

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting May 6

Reaching over 117,000 readers every week — 60th Year 1991

TOP OF THE WEEK / 19

Exclusive accounting of three-network revenues and profits ■ Will they cut back to 15 hours? ■ He's Paramount's Tartikoff now

TELEVISION / 30

CBS plans aggressive summer programing to compete with Fox, others

RADIO / 33

Major groups support FCC's review of duopoly rules, ownership caps

RADIO

A GREAT MEDIUM

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UNISTAR RADIO NETWORKS

MAKING A GREAT MEDIUM BETTER

*************5-DIGIT 20814
20814SRI AT8501 ZCZ
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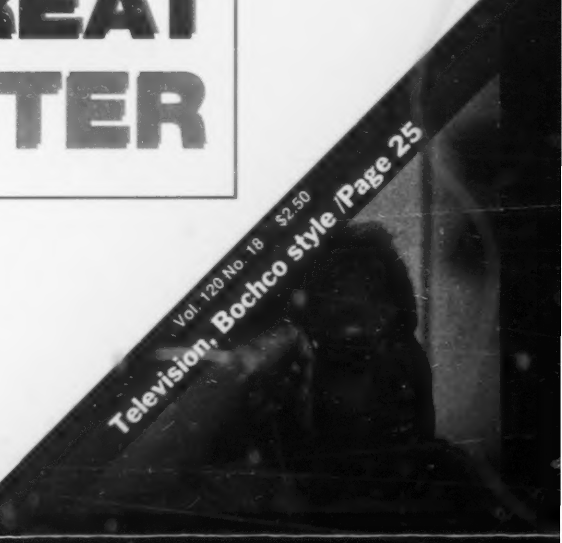
4520 EAST-WEST HWY
BETHESDA MD 20814



Vol. 120 No. 18 $2.50

Television, Bochco style /Page 25

THIS WEEK

19 / NETWORK VITAL SIGNS

In 1990, the overall profit margins for the broadcasting segments of Capital Cities/ABC, CBS and NBC matched the past decade's average margin of 12%, but that stability masks a divergence between the healthier and now larger television station groups and the struggling TV network operations.

20 / FIN-SYN LOOPHOLE

The three major commercial broadcast networks have often been derisively referred to as dinosaurs in a new media age. Thanks to the new financial interest and syndication rules passed by the FCC last week, those dinosaurs could become extinct by reconfiguring themselves as nonnetworks.

22 / TARTIKOFF GOES TO PARAMOUNT

After 14 years with NBC, Brandon Tartikoff, chairman of NBC's Entertainment Group, is appointed chairman of Paramount Pictures. He will oversee all Paramount's motion picture and television activities. He officially begins at Paramount on July 1.

23 / BROADER REACH

Fox Broadcasting's Fox Net will premiere in June before one million cable subscribers on systems that do not have access to local Fox Broadcast affiliates. Fox benefits not only by reaching more homes, but operators will attempt to put Fox Net on their V band.

Steven Bochco: Life after 'Cop Rock' (page 25)

23 / CALIFORNIA NEWS CHANNEL

Cox Enterprises is pitching a proposal for a statewide news channel in California. The plan envisions a 30-minute news wheel, a format similar to Headline News. Each half hour would include a short public affairs segment, and each evening in prime time there would be a more detailed public affairs show. The first step for Cox is to gain the distribution support of 60%-70% of the state's operators.

24 / CLOUDY FUTURE

State funding shortfalls may jeopardize the continued competitiveness, and in some cases the continued existence, of some noncommercial television and radio stations in Tennessee and North Carolina.

25 / THE BOCHCO TOUCH

In this exclusive interview, BROADCASTING talks to Steven Bochco about his goals for Steven Bochco Productions, the process of producing programs for network television and "narrowing the gap" between life and how the medium portrays it.

29 / MTM BOUNCES BACK

Over the last few years, MTM's reputation as a place that nurtured its creative talent first and tended to its bottom line second was tarnished by an absence of hits. There were suggestions that MTM's creative and fiscal priorities had changed places. Now, however, company officials say recent successes in the network and syndication divisions are helping to improve the company's fiscal standing and maintain some of the traditional quality of product.

30 / NO SUMMER VACATION FOR CBS

A new Norman Lear situation comedy will be among the 45-50 hours of new or classic programing CBS has scheduled this summer as part of its effort to develop new product for its regular season.

31 / MOVING FORWARD

ITC Entertainment Group is gearing up its syndication unit with the development of a new weekly reality-based strip for 1992-93 while also slating the release of three new movie packages and several specials for next season.

33 / CAPS OFF

If the FCC acts as expected and launches a rulemaking to review multiple ownership and duopoly rules, a broad spectrum of the radio industry will be pleased. While only a handful of groups at present own a full complement of either AM's or FM's as allowed under the 12-12 rule, if the commission moves to either raise the limit or do away with ownership caps altogether, a number of companies might add to their current holdings. These broadcasters insist that lifting ownership limits would not keep stations from public service-minded licensees and claim that relaxing the rules would strengthen the industry by allowing established broadcasters to improve their respective commitments to radio—and the public it serves.

35 / RAB REPORT CARD

The Radio Advertising Bureau has undergone changes over the last two years, ones designed to streamline and modernize the agency. In the midst of RAB's search for a new leader, BROADCASTING polled a variety of radio operators to get a sense of what they want from their sales organization and what they think the RAB is doing right or wrong.

38 / 'BAD FOR CABLE'

Comcast President Brian Roberts said his company is against the prospect of the Philadelphia 76'ers signing a cable-only rights deal in its next contract. It would, he said, be "bad business and bad policy"—not to mention that it is likely cable operators, and then the public, would pay more if 76'ers games are only on cable.

41 / SYNDICATION UPFRONT: READY, SET, WAIT?

Sellers of ad time for syndicated programing may find themselves waiting for the networks to finish up before advertisers start thinking about barter syndication. Normally, syndication upfront moves before networks. "It is an incredibly volatile time for everybody," said one major syndication programing executive, adding that "with the networks looking at smaller budgets, syndication shows that are not on top will have considerably less demand, and even the top performing shows will feel pressure."

Brandon Tartikoff moves to Paramount (page 22)

42 / SURVEY SAYS BIG 3 IMPORTANT TO CABLE SUBSCRIBERS

According to a survey conducted by The Roper Ogranizaton and released by the Network Television Association and the National Association of Broadcasters, two-thirds of all cable subscribers would probably cancel their subscriptions to cable if their local operators did not carry ABC, CBS and NBC; 84% of all cable subscribers think the cost of their subscriptions should be cut by almost half if such a move were made.

48 / TELCO ENTRY BILL PROPOSED

Republican Senator Conrad Burns of Montana is expected to reintroduce a telco entry bill that would initially enable phone companies to deliver a video dial tone service and later, with FCC certification, to package and produce programing. The measure is similar to one Burns tried to move through the Commerce Committee last year.

51 / THE INVISIBLE TRAFFIC JAM

DAB, PCS, high-definition television and other new technologies promise to radically change the face of communications in coming years. But some services may not reach consumers if more efficient ways to use today's jammed air waves are not found. Representatives from the FCC, National Telecommunications and Information Administration and the broadcasting and telephone industries discussed new approaches to spectrum management during a Washington conference last week.

(page 51)

HDTV LAND MOBILE
Spectrum

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Incorporating

The Fifth Estate
TELEVISION
Broadcasting
■ Cable

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TOP OF THE WEEK

BROADCASTING'S EXCLUSIVE "BIG THREE" FINANCIAL BREAKDOWN

		Revenue (000)	% chg from '89	Profit (000)	% chg from '89
	Radio Networks	$134,000	5%	$32,000	3%
	Radio Stations	$176,000	1%	$44,000	-8%
	TV Network	$2,606,000	8%	$239,500	6%
	Owned TV's	$822,000	5%	$413,000	2%
	Video Enterprises	$545,600	42%	$102,000	-16%
	Total Broadcast	$4,283,600	10%	$830,500	-1%
	Radio Networks	$60,000	5%	$2,000	-50%
	Radio Stations	$189,600	10%	$35,000	14%
	TV Network	$2,575,600	11%	($253,000)	NM
	*Adjusted TV Network**	*$2,575,600*	*11%*	*($63,000)*	*NM*
	Owned TV's	$436,000	5%	$166,200	6%
	Total Broadcast	$3,261,200	10%	($49,800)	NM
	TV Network	$2,638,000	-5%	$249,000	-32%
	Owned TV's	$598,000	-1%	$257,000	-5%
	Cable	—	—	($29,000)	NM
	Total Broadcast	$3,236,000	-5%	$477,000	-21%

Footnotes

These estimates were compiled from a variety of sources, including industry officials and analysts. Television network revenue is net of agency commission and may include international, home video, color-insertion and other revenue. Owned TV station revenue does not include network compensation. *Adjusted TV network profit for CBS excludes $190 million "reserve" taken against estimated future losses from baseball telecasts. In 1989 the CBS TV network had an estimated operating profit of $103.5 million. In 1989 NBC had an estimated $35 million loss from cable operations, in which it is a partner, and so, does not include revenue. Profits for the NBC TV stations were not affected by the sale last December of WKYC-TV Cleveland. ABC radio comparisons were affected by the August 1989 purchase of Satellite Music Network, while those of CBS were helped by the March 1989 purchase of two radio stations. Prior purchases of both ABC and NBC required bookkeeping which distorted actual earnings, particularly for television networks. ABC network profits in 1989 benefitted by $90 million, compared to roughly $8 million in the current year from such "purchase price accounting." (NM: not meaningful.)

DOWN YEAR IN PROFITS FOR THE BIG THREE

Among them, the Big Three network companies grossed $10,780,800,000 in 1990, but managed to bring only $1,257,700,000 (roughly 12%) to the bottom line. It was Capcities/ABC's year to win the race in revenues and in profits, CBS's turn to be second in revenues but last in profits (finishing in the red), while NBC ranked third in revenues but second in profits.

Those are the highlights of BROADCASTING's exclusive analysis of network revenues. They show that despite high anxiety about the broadcasting industry, the vital signs of its three largest players indicate a business still intact.

In 1990, the overall profit margins for the broadcasting segments of Capital Cities/ABC, CBS and NBC matched the past decade's average margin of 12%, but that stability masks a divergence between the healthier and now larger TV station groups and the struggling TV network operations. Profits for the latter fell by roughly a third to a total $430 million, despite revenue that was 3% higher. Even adding in the profits that Fox might be showing, the television network business was weaker.

Among the ABC, CBS and NBC television networks, there was a near photo-finish for market share. That narrowing revenue gap mirrors viewer choices in prime time, but, in fact, the leveling of shares has less to do with prime time than with changes in sports such as the more than $100 million in baseball revenue CBS gained from the other two networks.

But buying revenue through big-ticket events, at least in 1990, was memorable more for its weighty costs and, after the first eight months, its failure to attract commensurate ad revenue.

The last third of 1990 saw other dayparts besides sports deteriorate, and so it is not surprising two networks saw sharp profit drops. Revenue short-fall at CBS and higher promotion and other costs led to a profit decline, even absent baseball, of roughly $70 million.

An even larger disaster could have occurred were it not for the roughly half of network revenue which, as always, is set in the prior year's "upfront" market. Thus, much of 1990 pricing was decided at the end of the 1988-1989 season, when the three-network prime time viewing share was 67%, and Fox played a much smaller role.

The current year's results will also be sheltered to a certain extent, although three-network profits are expected by securities analysts such as Jay Nelson of Brown Brothers Harriman to drop about another $200 million. **—GF**

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/22	ABC 8.7 / 14			MACGYVER (48) [9.8 / 16] 9.3 / 16	10.3 / 17	ABC MONDAY NIGHT MOVIE—ADDICTED TO HIS LOVE (66) [8.1 / 13] 7.6 / 12	7.8 / 12	8.5 / 14	8.7 / 16
	CBS 13.1 / 22			EVENING (42) SHADE 11.1 / 19	MAJOR (33) DAD 12.5 / 20	MURPHY (20) BROWN 14.7 / 23	DESIGNING (17) WMN. 14.9 / 23	NORTHERN EXPOSE (31) [12.8 / 22] 13.0 / 21	12.5 / 22
	NBC 10.8 / 18			FRESH (37) PRINCE11.5 / 20	BLOSSOM (48) 9.8 / 16	NBC MONDAY NIGHT MOVIE—THE VERY FIRST TIME (43) [10.8 / 18] 10.3 / 16	10.7 / 17	11.2 / 19	11.0 / 20
	FOX 6.7 / 11			FOX NIGHT AT THE MOVIE—HI HONEY I'M DEAD (74) [6.7 / 11] 5.9 / 10	6.7 / 11	7.1 / 11	7.1 / 11		
TUESDAY 4/23	ABC 11.6 / 20			WHO'S THE (38) BOSS 11.4 / 20	BABY (33) TALK 12.5 / 21	ROSEANNE (6) 16.2 / 26	STAT (26) 13.3 / 21	THIRTYSOMETHING (67) [8.0 / 15] 8.1 / 14	7.8 / 15
	CBS 10.5 / 18			RESCUE 911 (30) [12.9 / 22] 12.2 / 21	13.7 / 23	CBS TUESDAY NIGHT MOVIE —I SAW WHAT YOU DID (56) [9.3 / 16] 9.2 / 15	9.2 / 15	9.6 / 17	9.4 / 18
	NBC 11.9 / 20			MATLOCK (38) [11.4 / 22] 11.1 / 19	11.6 / 19	HEAT OF THE NIGHT (29)[13.0 / 21] 12.4 / 20	13.6 / 22	SHANNON'S DEAL (41) [11.3 / 21] 11.6 / 20	11.1 / 21
WEDNESDAY 4/24	ABC 11.5 / 20			WONDER (32) YEARS 12.7 / 23	GROWING (25) PAINS 13.4 / 23	DOOGIE (15) M.D. 15.2 / 25	MY LIFE & (45) TIMES * 10.6 / 17	GABRIEL'S FIRE (61) [8.6 / 15] 8.5 / 14	8.7 / 16
	CBS 8.8 / 15			MUTANT (77) TRTLS.[6.4 / 12]	PRIMETM. (76) PETS [6.5 / 11]	JAKE AND FAT MAN (47) [10.2 / 17] 9.7 / 16	10.7 / 17	48 HOURS (50) [9.7 / 17] 9.9 / 17	9.5 / 17
	NBC 15.8 / 27			UNSLVD. MYSTERIES (7) [15.9 / 28] 14.9 / 27	17.0 / 29	26TH ANNUAL COUNTRY MUSIC AWARDS (10) [15.6 / 27] 14.1 / 23	15.7 / 25	16.8 / 28	16.1 / 29
THURSDAY 4/25	ABC 9.0 / 15			FATHER DOWLING (56) [9.3 / 16] MYS. 8.7 / 15	9.9 / 17	CRIMES OF CEN. III (63) [8.3 / 13] 8.0 / 13	8.6 / 14	PRIMETIME LIVE (55) [9.4 / 16] 9.3 / 15	9.4 / 16
	CBS 9.8 / 17			TOP COPS (62) [8.5 / 15] 8.0 / 14	9.1 / 15	ANTAGONISTS (68) [7.9 / 13] 7.5 / 12	8.2 / 13	KNOTS LANDING (28) [13.1 / 22] 13.0 / 21	13.3 / 23
	NBC 16.3 / 27			COSBY (21) 14.[illegible] / 25	DIFFERENT (13) WORLD 15.3 / 26	CHEERS (2) 19.3 / 31	SEINFELD (17) 14.9 / 24	L.A. LAW (4) [17.8 / 28] 16.6 / 27	17.4 / 30
	FOX 7.7 / 13			SIMPSONS (43) 10.8 / 19	BABES (81) 5.9 / 10	BEVERLY HILLS, 90210 (73) [7.1 / 11] 6.7 / 11	7.5 / 12		
FRIDAY 4/26	ABC 14.9 / 27			FULL (21) HOUSE 14.8 / 28	DINOSAURS*(7) 15.9 / 29	FAMILY (10) MAT. 15.6 / 27	PERFECT (23) STRAN. 13.6 / 24	20/20 (19) [14.8 / 28] 15.3 / 28	14.3 / 27
	CBS 10.1 / 18			RESCUE 911 SP. (51) [9.6 / 18] 8.5 / 16	10.6 / 19	DALLAS (36) [11.8 / 21] 11.5 / 20	12.2 / 21	TRUE DETECTIVES (59) [8.8 / 16] 8.6 / 16	9.1 / 17
	NBC 7.7 / 14			NBC NEWS—LOST (59) [8.8 / 16] YOUTH 8.6 / 17	9.0 / 16	HUNTER (70) [7.7 / 13] 7.6 / 13	7.7 / 13	MIDNIGHT CALLER (74) [6.7 / 12] 6.6 / 12	6.8 / 13
	FOX 2.9 / 5			AMR'S MOST WANTED (88) [3.6 / 7] 3.6 / 7	3.6 / 6	DEA: SP TASK FORCE (90) [2.2 / 4] 2.1 / 4	2.2 / 4		
SATURDAY 4/27	ABC 11.1 / 21			ABC SATURDAY NIGHT MOVIE—CROCODILE DUNDEE (35) [11.9 / 23] 9.8 / 21	12.7 / 25	13.1 / 24	12.2 / 22	COUNTRY MUSIC (53) [9.5 / 18] CELEB. 9.0 / 17	9.9 / 19
	CBS 7.5 / 14			FLASH (80) [6.0 / 12] 5.8 / 12	6.2 / 12	CBS SATURDAY NIGHT MOVIE—BEETLEJUICE (63) [8.3 / 13] 6.3 / 12	7.4 / 13	9.9 / 18	9.9 / 19
	NBC 12.3 / 24			AMEN (56) 9.3 / 20	DOWN (51) HOME 9.6 / 19	GOLDEN GIRLS (16) [15.1 / 27] 14.5 / 27	15.6 / 28	EMPTY (24) NEST 13.5 / 25	CAROL & (38) COM. [11.4 / 22]
	FOX 4.4 / 8			TOTALLY (86) H. VD. 3.7 / 8	YEAR- (89) BOOK 3.0 / 6	COPS (84) 5.0 / 9	COPS 2 (82) 5.8 / 10		
SUNDAY 4/28	ABC 12.5 / 21	LIFE GOES ON (68) [7.9 / 15] 7.3 / 14	8.6 / 16	AMR. FUN (9) VIDEO 15.8 / 26	AMR. FUN. (12) PPLE. 15.2 / 24	ABC SUNDAY NIGHT MOVIE—RAMBO III (27) [13.2 / 21] 11.3 / 17	13.0 / 20	14.2 / 22	14.3 / 23
	CBS 16.2 / 27	60 MINUTES (3) [17.1 / 32] 15.9 / 32	18.2 / 33	MURDER SHE WRT. (4) [17.0 / 28] 16.3 / 27	17.8 / 28	CBS SUNDAY MOVIE—HALLMARK SHADOW OF A DOUBT (13) [15.3 / 24] 15.7 / 24	15.1 / 23	15.2 / 24	15.1 / 25
	NBC 13.5 / 22	SUPER BLOOPS. (78) [6.3 / 12] 6.0 / 12	6.7 / 12	EXPOSE (78) 6.3 / 10	REAL LIFE (72) J.P. 7.6 / 12	NBC SUNDAY NIGHT MOVIE—SWITCHED AT BIRTH (1) [20.4 / 32] 18.7 / 29	20.6 / 31	21.1 / 33	21.3 / 35
	FOX 6.7 / 11	TRUE CLR (85) 4.9 / 10	P. LEWIS (83) 5.6 / 10	IN LIVING (53) COLOR 9.5 / 16	GET A LIFE (65) 8.2 / 13	MRD. WITH (45) CHILD. 10.6 / 16	TOP OF (20) HEAP 7.7 / 12	SUNDAY COMICS * (86) [3.7 / 6] 4.0 / 6	3.4 / 6

WEEKLY PRIME TIME AVERAGE	ABC 11.4 / 20	CBS 11.1 / 19	NBC 12.7 / 22	FOX 5.9 / 10
SEASON PRIME TIME AVERAGE	ABC 12.4 / 21	CBS 12.2 / 20	NBC 12.6 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

WPTF(AM) Raleigh, N.C. □ Sold by Durham Life Broadcasting Inc. to First State Communications Inc. for $5 million. **Seller** is headed by George Womble, and is licensee of WQDR(FM) Raleigh, WMXF-AM-FM Laurinburg and WPTF-TV Durham, all North Carolina (all also being sold). **Buyer** is headed by Donald W. Curtis (7.14%) and J.C.D. Bailey (14.29%). Bailey owns 60,100 shares (.71%) of Durham Corp., which owns 100% stock of assignor Durham Life Broadcasting. Bailey is also president and 100% stockholder of Bailey Financial Group Inc., which owns 51,100 shares (.61%) of Durham Corp. Curtis has interests in Great American Media Inc., licensee of WTAB(AM)-WYNA(FM) Tabor City, WCPS(AM) Tarboro, WGBR(AM)-WKTC(FM) Goldsboro and WBBB(AM)-WPCM(FM) Burlington, all North Carolina. WPTF is full-timer with diverse format on 680 khz with 50 kw.

WAIT-AM-FM Crystal Lake, Ill. □ Sold by Crystal Lake Radio Ltd. to Pride Communications Ltd. for $2.2 million. Price includes $1.7 million cash at closing (of which $500,000 is for noncompete covenant) and $500,000 interest-bearing note payable. **Seller** is headed by Gerald T. Vento and has no other broadcast interests. **Buyer** is headed by Jim Hooker (24%), Don Johnston (16%), Art McLean (8%) and Don Brinkman (8%). Hooker is broadcast consultant. WAIT(AM) has oldies format on 850 khz; 2.5 kw-D; WAIT-FM has contemporary hit format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

KCVR(AM)-KWIN(FM) Lodi, Calif. □ Sold by Robert J. Maccini to Michael Murphy for $675,000. Price includes $650,000 cash and $25,000 note payable. **Seller** is receiver for Turnbeaugh Communications Ltd., debtor-in-possession, headed by John Crowely, and has no other broadcast interests. **Buyer**, Murphy, is former general manager of WLIT-FM Chicago. KCVR has Spanish format on 1570 khz with 5 kw day, 34 w night. KWIN has adult rock format on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Media Services Group Inc.*

KQRO-AM-FM Cuero, Tex. □ Sold by Cuero Broadcasting Inc. to William Matchak for $330,000. Price includes $75,000 cash at closing, $140,000 assumption of seller's liabilities and $115,000 10-year note payable at 10%. **Seller** is headed by Paul Dudeck and Mary Dudeck, husband and wife, and has no other broadcast interests. **Buyer** is headed by William Matchak (33%) and Kyong Ja Matchak (34%), husband and wife, and Chun Sim Chong (33%). William Matchak is former national program director at group owner Beasley Broadcasting. KQRO(AM) has country format on 1600 khz with 500 w day. KQRO-FM has country format on 97.7 mhz with 3 kw and antenna 297 feet above average terrain.

WEEB(AM) Southern Pines, N.C. □ Sold by Richardson Broadcasting Group to Pinehurst Broadcasting Corp. for $275,000. Price includes $275,000 cash at closing and $5,000 earnest money deposit. **Seller** is headed by Lawrence E. Richardson, and has application for new FM at Southern Pines, N.C. **Buyer** is headed by Dane F. Adams and has no other broadcast interests. WEEB is clear channel with adult contemporary format on 990 khz with 10 kw day and 26 w night.

For other proposed and approved sales see "For the Record," page 54.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$5,452,000** □ **5**

FM's □ **$487,500** □ **6**

AM-FM's □ **$3,435,000** □ **4**

TV's □ **$0** □ **0**

Total □ **$9,374,500** □ **15**

Year to Date:

AM's □ **$20,264,497** □ **79**

FM's □ **$71,708,034** □ **86**

AM-FM's □ **$116,004,054** □ **70**

TV's □ **$209,394,000** □ **31**

Total □ **$417,370,585** □ **266**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KCIT ACQUISITION COMPANY
has acquired

KCIT-TV
Amarillo, Texas

from
RALPH C. WILSON INDUSTRIES, INC

The undersigned acted as broker in this transaction and assisted in the negotiations.

Kalil & Co., Inc.
3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

■ **Novi, MI** WOVI(FM) 89.5 mhz—April 11 application (BPED900221MB) granted for CP to change ERP: .1 kw H&V; change class: A.

■ **Duluth, MN** KDNW(FM) 90.5 mhz—April 12 application (BMPED891113IA) granted for mod. of CP (BPED880308IA) to change ERP: 1.29 kw H&V; ant.: 245 m. ; class: C3.

■ **Lexington, MS** WAGR(FM) 102.5 mhz—April 12 application (BPH901214IJ) granted for CP to change ERP: 12.5 kw H&V; change ant.: 140 m.; and to change class: C3.

■ **Ava, MO** KKOZ-FM 105.9 mhz—April 11 application (BLH900518KI) granted for mod. of license to increase ERP: 4 kw H&V (pursuant to docket #88-375).

■ **Jefferson City, MO** KTXY(FM) 106.9 mhz—April 13 application (BMPH900727IC) granted for mod. of CP (BPH870220IC as mod.) to change antenna supporting-structure height.

■ **Lebanon, MO** KLWT-FM 92.1 mhz—April 22 application (BPH900122IG) granted for CP to change ERP: 50 kw H&V; change ant.: 117 m. ; freq: 107.9 mhz, and to change class: C2 (per docket #86-278).

■ **Las Vegas** KRBO(FM) 105.1 mhz—April 12 application (BMPH901214IF) granted for mod. of CP (BPH860519ML) to change TL: approximately 4.5 km WNW of intersection of SR 157 and US Hwy: 95, Las Vegas Township.

■ **Patchogue, NY** WALK-FM 97.5 mhz—April 22 application (BPH910129IB) granted for CP to change ERP: 39 kw H&V; change ant.: 169 m. ; TL: W End Tower Hill Ave.; Farmingville Community, Brookhaven Town; NY, make changes in DA.

■ **Ravena, NY** WRAV(FM) 94.5 mhz—April 9 application (BMPH891201IC) granted for mod. of CP (BPH870813MB) to change ERP: 1.79 kw H&V; ant.: 185 m. ; TL: 42 31 16N 73 55 39W, 10.4 km NW of Ravena, NY. Amended: 13191 to change ERP: 3 kw; ant.: 100 m; TL: to 3.62 km WSW of Mallory's Corners, 42 33 23N 73 52 05W.

■ **Schoharie, NY** WMYY(FM) 97.3 mhz—March 11 application (BMPH900807IC) granted for mod. of CP (BPH880106MG as mod.) to change ERP: .806 kw H&V.

■ **Beaverton, OR** KKCW(FM) 103.3 mhz—April 17 application (BPH901220IC) granted for CP to correct antenna coordinates.

■ **Oakridge, OR** KSDC(FM) 92.1 mhz—April 22 application (BPH900417IA) granted for mod. of CP (BPH860612MA as mod.) to change ERP: 3.1 kw H; ant.: -249 m. H.

■ **Middletown, PA** WMSS(FM) 91.1 mhz—April 8 application (BPED890110IB) granted for CP to change ERP: 1.35 kw H&V; change ant.: -21 m.

■ **Columbia, SC** WAAS(FM) 93.5 mhz—April 8 application (BPH890209IC) granted for CP to change ant.: 135 m.; change TL: 1201 Main St., Columbia, SC.

■ **Columbia, SC** WAAS(FM) 93.5 mhz—April 8 informal objection is hereby dismissed.

■ **Gatlinburg, TN** WDLY(FM) 105.5 mhz—April 12 application (BPH910311IB) granted for CP to change ERP: .654 kw H&V; change ant.: 294 m.

■ **Loudon, TN** WJDG(FM) 105.3 mhz—April 12 application (BMPH901214IA) granted for mod. of CP (BPH880527MK as mod.) to change ERP: 6 kw H&V.

■ **Oliver Springs, TN** WXVO(FM) 98.7 mhz—April 22 application (BMPH900830IB) granted for mod. of CP (BPH870105MC) to make changes in antenna supporting structure height.

■ **Arlington, TX** KHYI(FM) 94.9 mhz—April 17 application (BMPH910205IB) granted for mod. of CP (BPH900801IA as mod.) to change ant.: 460 m. ; TL: 1455 W Beltline Rd., Cedar Hill, TX.

■ **Kilgore, TX** KTPB(FM) 88.7 mhz—April 17 application (BMPED910408IA) granted for mod. of CP (BPED890109MA) to make changes in antenna supporting-structure height.

■ **Marshall, TX** KMHT(FM) 1450 khz—April 18 application (BP910205AE) granted for CP to make changes in antenna system.

■ **Danville, VT** WSHX(FM) 95.7 mhz—March 15 CP is hereby forfeited and call sign deleted.

■ **Louisa, VA** WLSA(FM) 105.5 mhz—April 16 application for mod. of license to increase ERP: 3.3 kw H&V (per docket #88-375).

■ **Orange, VA** WJMA-FM 96.7 mhz—April 3 application (BMLH891213KE) granted for mod. of license (BLH880509KA) to increase ERP: 3.1 kw H&V (pursuant to docket #88-375).

■ **Goldendale, WA** (no call letters) 102.3 mhz—April 10 application (BMPH901214IC) granted for mod. of CP (BPH890713MG) to change ERP: 1.8 kw H&V; ant . 175 m.; TL: 3 km S E of Goldendale, WA on Lorena Butte.

■ **Walla Walla, WA** KHSS(FM) 100.9 mhz—April 16 application (BPH880726MN) granted for CP to change freq: 100.7 mhz change ERP: 22.5 kw H&V; ant.: 220 m. TL: 2.7 km N of Waterman, OR change to class C2 (per docket #87-1450).

■ **Elkins, WV** WELK(FM) 95.3 mhz—April 18 application (BPH900726IB) granted for CP to change freq: 94.7 mhz; change ERP: 5 kw H&V; ant.: 222 m.; TL: on Kelly Mtn., 0.5 km S of U.S. Rte. 33, 4 km ESE of Elkins, Randolph Co., WV; class: B1 (per docket #89-283).

■ **Fairmont, WV** WRLF(FM) 94.3 mhz—April 22 application (BPH900510IA) granted for CP to change ERP: 3.63 kw H&V; change ant.: 75.5 m. ; TL: 450 Leonard Ave., Fairmont, WV.

■ **Black River Falls, WI** WWIS-FM 99.7 mhz—April 15 application (BMPH901228ID) granted for mod. of CP (BPH880216MN as mod.) to change ERP: 25 kw H&V; change to class C3 (per docket #89-218).

■ **Kewaunee, WI** WAUN(FM) 92.7 mhz—April 12 application (BPH901206IB) granted for CP to change ERP: 6 kw H&V; change ant.: 89.3 m.; other: change to DA.

■ **Richland Center, WI** WRCO-FM 100.9 mhz—April 16 application (BMLH891218KF) granted for mod. of license to increase ERP: 6000 kw H&V (pursuant to docket #88-375).

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting May 13

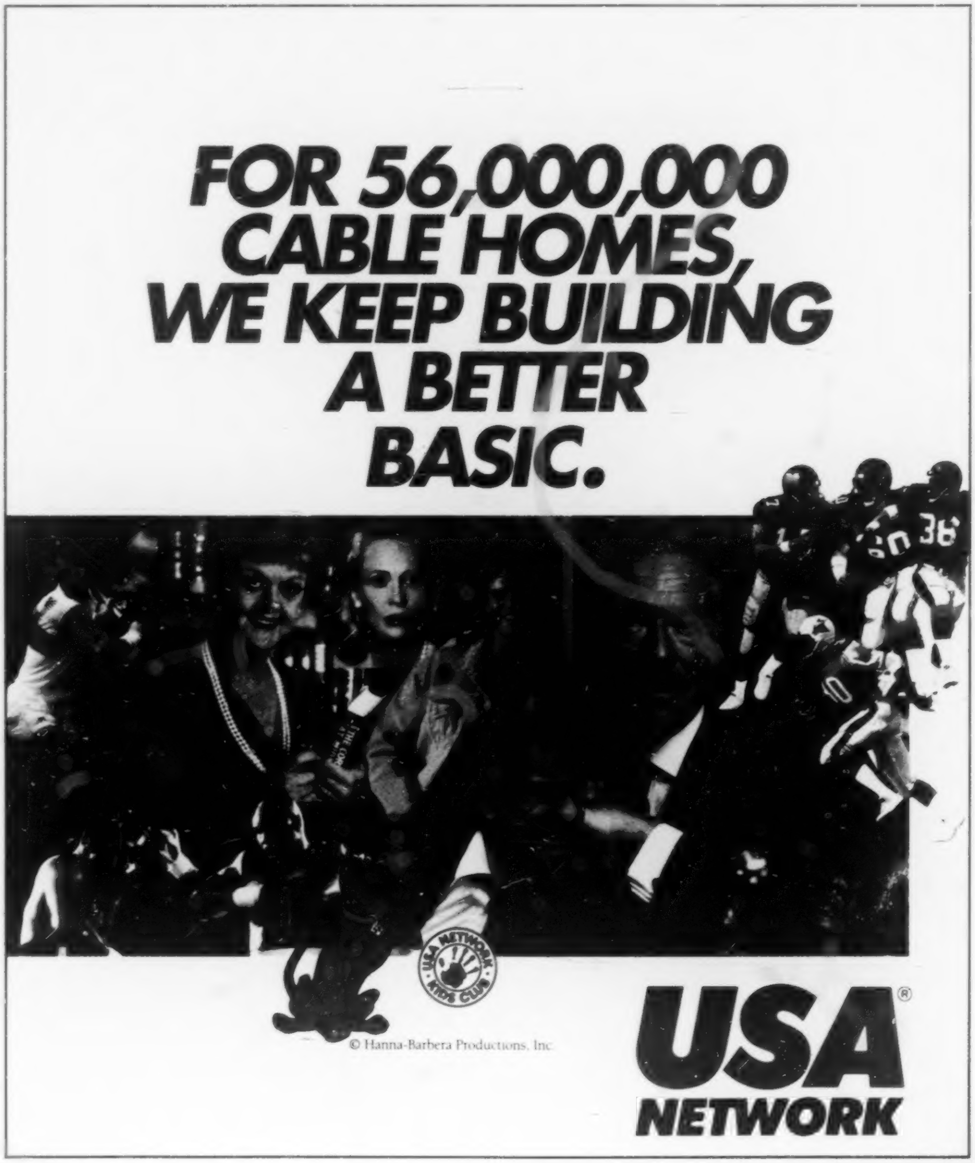
Reaching over 117,000 readers every week — 60th Year 1991

TELEVISION / 35
CPT's 'Designing Women' to be all-barter offering in syndication

RADIO / 50
Classical music stays healthy; public radio heads to New Orleans

CABLE / 54
Sports leagues eye pay-per-view ancillary revenue stream

BUSINESS / 64
Debt controversy: From the FCC to the courts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Vol. 120 No. 19 $2.50

A new top 20 in radio groups

*****************5-DIGIT 20814
20814SRI AT8501 ZCZ
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

THIS WEEK

27 / MIDWAY IN MAY SWEEPS

With the first two weeks of the May sweeps past, NBC is in the lead, with a strong chance of recapturing the prime time ratings race.

27 / TOUGH CABLE BILL

Despite strong protest by the administration and the cable industry, the Senate Commerce Committee is expected to pass a tough cable reregulation bill that will likely include a retransmission consent right for broadcasters.

30 / TOP RADIO GROUPS

BROADCASTING lists the top 20 groups in American radio, ranked by listener reach. Leading the pack: CBS.

34 / MINOW RECHECKS THE MEDIUM

Thirty years after calling television a "vast wasteland," former FCC Chairman Newton Minow last Thursday (May 9) gave the medium an "A-plus" for technological advances and a "C" for using that technology to "serve human and humane goals." Minow, whose 1961 attack on programing set off a storm of controversy, said TV continues to shortchange viewers.

35 / DESIGNER DEAL

Columbia Pictures Television's new marketing plan for selling *Designing Women* in syndication is a first. The show is being sold on a straight barter basis, for a two-year license. CPT will keep three minutes of barter time per episode, leaving stations three-and-a-half minutes.

36 / STATION DROPS LATE NIGHT NEWS

A CBS affiliate, WKXT-TV Knoxville, Tenn., has dropped its 11 p.m. weeknight and weekend newscasts. While some stations have successfully replaced their newscasts with more profitable entertainment programs during difficult economic times, some observers warn that such a move could hurt a station's community identity.

37 / SELLING 'WISEGUY'

Cannell Distribution is marketing the off-network drama, *Wiseguy*, on a weekly straight cash license basis for initial one-year contract terms, starting in fall 1992. Cannell is targeting the show at stations' 4 p.m. to 5 p.m. early fringe slots as counter-programing to half-hour sitcoms and first-run talk shows.

43 / FCC AFFIRMATION

The FCC expects to grant most requests for waiver of its "one-to-a-market" rule to allow for new radio-TV combinations as long as they are in the top 25 markets with at least 30 separately owned stations or involve financially failing stations. The agency also said it "reserves the right to review such cases..."

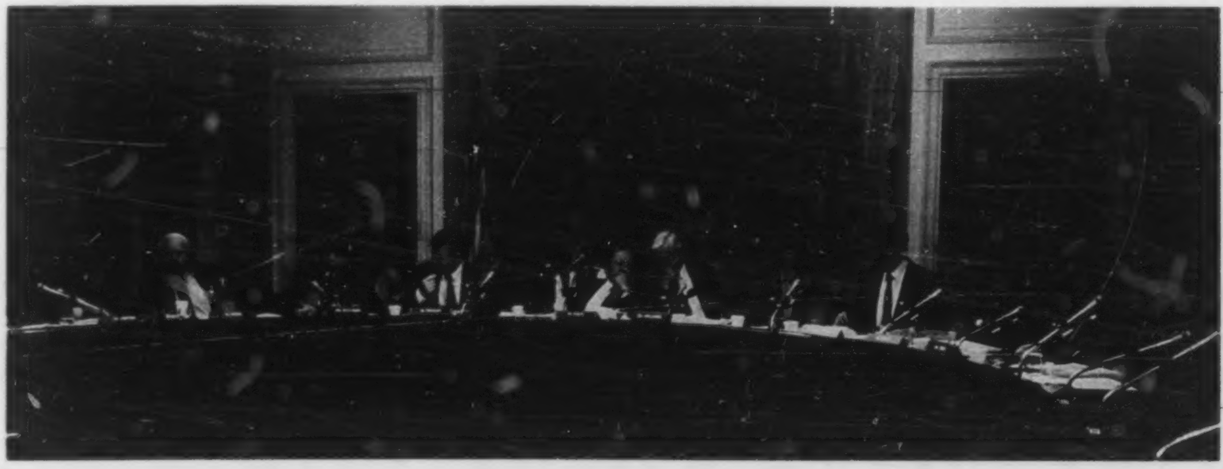
45 / ENOUGH LOCAL SHOWS?

The United Church of Christ plans to unveil a study at a House Telecommunications Subcommittee hearing this week that shows there is a dearth of locally originated programing on radio and TV stations.

48 / END OF AN ERA

The 51st annual

Senate Commerce Committee is likely to pass cable bill (page 27)



presentation of the Peabody Awards in New York this week will not only celebrate excellence in the broadcasting industry, but will also signal the end of an era, as Worth McDougald steps down as its director after 22 years.

49 / SEIZE THE MOMENT

FCC Commissioner Ervin Duggan called on public broadcasting to take the offensive in its struggle for survival during a Washington seminar hosted last week by the bastion of public channels, the British Broadcasting Corp.

50 / THE CLASSICAL BEAT

Classical music continues to thrive on radio, even though the format has been around as long as the medium. Quality of audience and loyalty to radio stations are the main factors that bring advertisers to classical music stations and keep them there for years.

53 / NPR: HOLDING ON

NPR's Persian Gulf coverage has helped expand public radio's audience in the winter and spring of 1991. But many in the system fear that shrinking tax-based support will make it difficult to retain the latest gains.

54 / SPORTS FOR PPV

Professional sports leagues may enter the PPV world in the 1990's by offering out-of-market games to displaced sports fans. The NHL is looking to experiment with PPV packages to dish owners next fall, and the NBA and the NFL may follow suit in the next several years. Rising salaries and prices new owners are paying for teams are fueling interest in PPV.

CPT is selling 'Designing Women' on barter basis (page 35)

60 / GOING OVER THE GEAR

Besides digital audio broadcasting systems and other pre-announced technology news before the NAB equipment exhibition, several other significant new products were introduced at the show. BROADCASTING looks at some of the exhibition's more prominent video graphics and digital audio products this week. Next week: cameras, videotape and transmission equipment.

64 / DEBT CONTROVERSY

There is a growing debate over whether FCC licenses can be used as collateral. Among the issues are whether creditors are being scared away from financing station acquisitions because of the "imperfection" of their collateral absent an FCC license, or whether, instead, broadcasters are in danger of being coerced by their lenders should the commission permit the latter to transfer the license in the event of a default, technical or otherwise.

64 / TAK FILES RESTRUCTURING PLAN

Group owner Tak Communications (three FM's and six TV's) has an offer for two of its Wisconsin TV stations. But the group owner does not intend to sell any of its properties to meet its heavy debt load, according to the restructuring plan it filed last week. As for the plan itself, it may be in limbo until the outcome of a complaint filed in the bankruptcy court by the Bank of New England and other lenders seeking a security interest in the group.

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69 / PATHE TO SELL 40% OF STUDIO

Financially troubled Pathe Communications Corp.'s chief lender, Credit Lyonnais, is pressuring the studio to sell a 40% stake in MGM-Pathe by Dec. 1. If that is not accomplished, then Credit Lyonnais, who is also Pathe's majority shareholder, will be allowed to sell 51% of either the studio or Pathe Communications.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. Broadcasting/Cable introduced in 1989. *Reg U.S. Patent Office. Copyright 1991 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate
TELEVISION
Broadcasting
■ Cable

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RADIO'S TOP 20 GROUPS

These are the top 20 groups in American radio, ranked by BROADCASTING. Group names are in blue, the number of its stations and the cumulative rating figure are in red. The ratings standard: Metro cume, 12-plus, Mon.-Sun., 6 a.m.-midnight, reported by Arbitron. Ratings were not available for some stations, denoted by asterisks; absence of those figures tends to downgrade group's totals.

1. CBS

19 ❑ 13,676,500

WCBS-AM-FM New York (3,953,200)
KNX(AM)-KODJ(FM) Los Angeles (1,635,700)
WBBM-AM-FM Chicago (2,365,800)
KCBS(AM)-KRQR(FM) San Francisco (1,169,900)
WOGL-AM-FM Philadelphia (714,100)
WWJ(AM)-WJOI(FM) Detroit (1,090,200)
WLTT(FM) Washington (353,300)
KTXQ(FM) Fort Worth (411,300)
WODS(FM) Boston (403,100)
KLTR(FM) Houston (364,300)
KMOX(AM)-KLOU(FM) St. Louis (1,010,400)
WYNF(FM) Tampa (205,200)

2. Group W

18 ❑ 12,160,300

WINS(AM)-WNEW-FM New York (4,102,100)
KFWB(AM)-KTWV(FM) Los Angeles (1,955,800)
WMAQ(AM) Chicago (799,500)
KYW(AM)-WMMR(FM) Philadelphia (1,947,300)
WLLZ(FM) Detroit (453,200)
WCPT(AM)-WCXR-FM Washington (438,800)
KRSR(FM) Dallas (226,900)
WBZ(AM) Boston (480,100)
KILT-AM-FM Houston (606,700)
KDKA(AM) Pittsburgh (633,500)
KFBK(AM)-KGBY(FM) Sacramento (392,500)
KQXT(FM) San Antonio (123,900)

3. Capcities/ABC

21 ❑ 11,935,800

WABC(AM)-WPLJ(FM) New York (2,881,000)
KABC(AM)-KLOS(FM) Los Angeles (1,997,300)
WLS(AM)-WYTZ(FM) Chicago (1,145,800)
KGO(AM) San Francisco (989,900)
WJR(AM)-WHYT(FM) Detroit (1,407,000)
WMAL(AM)-WRQX(FM) Washington (846,900)
WBAP(AM)-KSCS(FM) Fort Worth (1,037,700)
WKHX-AM-FM Atlanta (294,700)
KQRS-AM-FM Minneapolis (536,600)
KRXY-AM-FM Denver (244,600)
WPRO-AM-FM Providence,RI (554,300)

4. Infinity

17 ❑ 6,943,700

WZRC(AM)*-WXRK(FM) New York (1,591,900)
KROQ-FM Pasadena,CA (779,500)
WJJD(AM)-WJMK(FM) Chicago (1,237,200)
KOME(FM) San Jose,CA (240,200)
WYSP(FM) Philadelphia (703,700)
WOMC(FM) Detroit (398,300)
WJFK(FM) Washington (223,000)
KVIL-AM-FM Dallas (505,700)
WBCN(FM) Boston (465,100)
KXYZ(AM) Houston (112,100)
WLIF-AM-FM Baltimore (366,600)
WQYK-AM-FM St. Petersburg (320,400)

5. Emmis

8 ❑ 6,263,600

WFAN(AM)-WQHT(FM) New York (2,848,500)
KPWR(FM) Los Angeles (1,279.700)
WKQX(FM) Chicago (785,[illegible]00)
WCDJ(FM) Boston (268,200)
WENS(FM) Indianapolis (205,700)
KSHE(FM) St. Louis (372,500)
WAVA(FM) Washington (503,800).

6. Cox

14 ❑ 5,794,600

KFI(AM)-KOST(FM) Los Angeles (2,103,700)
WCKG(FM) Chicago (895,700)
KLRX(FM) Dallas*
WIOD(AM)-WFLC(FM) Miami (736,900)
WSB-AM-FM Atlanta (991,700)
WSUN(AM)-WWRM(FM) St. Petersburg, FL (531,800)
WSOC-AM-FM Charlotte, NC (250,800)
WHIO(AM)-WHKO(FM) Dayton, OH (284,000)

7. Bonneville

14 ❑ 5,675,900

WNSR(FM) New York (1,498,400)
KBIG(FM) Los Angeles (970,100)
WTMX(FM) Chicago (612,700)
KOIT-AM-FM San Francisco (611,400)
KAAM(AM)-KZPS(FM) Dallas (442,200)
KIRO(AM)-KSEA(FM) Seattle (659,800)
KMEO-AM-FM Phoenix (274,900)
KMBZ(AM)-KMBR(FM) Kansas City, MO (345,400)
KSL(AM) Salt Lake City (261,000)

8. Gannett

14 ❑ 5,260,200

KIIS-AM-FM Los Angeles (1,756,200)
WGCI-AM-FM Chicago (1,100,500)
KOAI(FM) Denton, TX (Dallas) (247,400)
KKBQ(AM) Houston (461,200)
KSDO-AM-FM San Diego (436,400)
KUSA(AM)-KSD-FM St. Louis (474,200)
WDAE(AM)-WUSA(FM) Tampa (385,600)
KCMO-AM-FM Kansas City, MO (398,700)

9. Malrite

10 ❑ 4,934,000

WHTZ(FM) Newark (2,189,000)
KLAC(AM)-KZLA(FM) Los Angeles (780,900)
KNEW(AM)-KSAN(FM) San Francisco (519,600)
WEGX(FM) Philadelphia (618,500)
WDGY(AM)-KEEY(FM) Minnecpolis-St. Paul (424,700)
WHYK(AM)-WMMS(FM) Cleveland (401,300)

10. Viacom

13 ❑ 4,581,800

WLTW(FM) New York (1,836,700)
WLIT-FM Chicago (592,700)
KDBK(FM) San Francisco and
KDBQ(FM) Santa Cruz (259,000)
WLTI(FM) Detroit (394,300)
WMZQ-AM-FM Washington (454,200)
KIKK-AM*-FM Houston (555,000)
KBSG-AM-FM Tacoma, WA (231,000)
KHOW-AM-FM Denver (258,900)

11. Great American

18 ❑ 4,060,400

WRIF(FM) Detroit (417,900)
WKLS(FM) Atlanta (363,800)
WDVE(FM) Pittsburgh (376,900)
WXTB(FM) Clearwater, FL (128,800)
KBPI(FM) Denver (240,000)
KEX(AM)-KKRZ(FM) Portland, OR (562,600)
WDAF(AM)-KYYS(FM) Kansas City, MO (486,400)
WLZR-AM-FM Milwaukee (192,600)
KSEG(AM) Sacramento (128,900)
WKRC(AM)-WKRQ(FM) Cincinnati (466,900)
WTVN(AM)-WLVQ(FM) Columbus, OH (411,600)
WNDE(AM)-WFBQ(FM) Indianapolis (284,000)

12. Greater Media

14 ❑ 3,930,200

WGSM(AM) Huntington and **WCTO(FM)** Smithtown, both New York (203,500)
WCTC(AM)*-WMGQ(FM) New Brunswick, NJ (134,900)
KRLA(AM)-KLSX(FM) Los Angeles (1,049,500)
WPEN(AM)-WMGK(FM) Philadelphia (967,200)
WHND(AM) Monroe and **WCSX(FM)** Birmingham, both Michigan (Detroit) (470,400)
WWRC(AM)-WGAY(FM) Washington (623,300)
WMEX(AM)*-WMJX(FM) Boston (481,400)

13. Summit

11 ❑ 3,484,100

WRKS(FM) New York (1,655,200)
KHVN(AM) Fort Worth and **KJMZ(FM)** Dallas (443,400)
WAOK(AM)-WVEE(FM) Atlanta (535,900)
WCAO(AM)-WXYV(FM) Baltimore (398,000)
KLZ(AM)-KAZY(FM) Denver (230,600)
WONE(AM)-WTUE(FM) Dayton, OH (221,000)

14. Susquehanna

16 ❑ 3,037,300

KNBR(AM)-KFOG(FM) San Francisco (909,600)
KPLX(FM) Fort Worth (477,000)
KKZR(AM)-KRBE-FM Houston (427,000)
WAPW(FM) Atlanta (454,700)
WRRM(FM) Cincinnati (167,700)
WGH-AM-FM Newport News, VA (100,900)
WFMS(FM) Indianapolis (78,300)
WARM(AM) Scranton and **WMGS(FM)** Wilkes Barre, both Pennsylvania (181,700)
WTKN(AM) Pinellas Park and
WHVE(FM) Sarasota, both Florida (96,100)
WSBA(AM)-WARM(FM) York, PA (144,300)

15. EZ Communications

14 ❑ 2,981,300

WIOQ(FM) Philadelphia (660,400)
WHQT(FM) Coral Gables, FL (318,100)
KMPS-AM-FM Seattle (319,200)
KYKY(FM) St. Louis (369,400)
WBZZ(FM) Pittsburgh (421,500)
KAMJ-AM-FM Phoenix*; **KRAK-AM-FM** Sacramento (286,400)
WEZB(FM) New Orleans (262,800)
WMXC(FM) Charlotte, NC (120,900)
WOKV(AM)-WKQL(FM) Jacksonville, FL (222,600)

16. Nationwide
15 ❑ 2,930,100

KMGC(FM) Dallas (195,900)
KHMX-FM Houston (531,300)
KISW(FM) Seattle (210,900)
WPOC(FM) Baltimore (277,300)
KZZP-FM Mesa, AZ (Phoenix) (264,700)
WGAR-FM Cleveland (278,200)
KZAP(FM) Sacramento, CA (165,600)
WNCI(FM) Columbus, OH (298,300)
WOMX-AM-FM Orlando, FL (168,800)
WKZL(FM) Winston-Salem, NC (119,600)
KLUC-AM-FM Las Vegas (148,300)
KNST(AM)-KRQQ(FM) Tucson, AZ (271,200)

17. Shamrock
14 ❑ 2,913,700

KABL(AM) Oakland and **KABL-FM** San Francisco (400,500)
WCXI(AM)-WWWW(FM) Detroit (555,600)
KZFX(FM) Lake Jackson, TX (Houston) (286,600)
WFOX(FM) Gainesville,GA (Atlanta) (389,600)
KXRX(FM) Seattle (221,600)
WWSW-AM-FM Pittsburgh (399,800)
KMLE(FM) Chandler, AZ (Phoenix) (164,100)
KXKL-AM-FM Denver (250,700)
WHB(AM) Kansas City, MO **KUDL(FM)** Kansas City, KS (245,200)

18. Noble
18 ❑ 2,899,600

WBAB(AM) Freeport* and
WBAB-FM Babylon, both New York (336,600)
KYOK(AM)-KMJQ(FM) Houston (493,200)
WKKU(AM) Boston and
WSSH-FM Lowell, both Massachusetts (419,900)
KIXI(AM)-KMGI(FM) Seattle (315,300)
XETRA-AM-FM Tijuana, Mex. (San Diego) (460,000)
KMJM(FM) St. Louis (226,200)
KBCO-AM-FM Boulder, CO (222,400)
KBZR(AM)-KBEQ(FM) Kansas City, MO (259,000)
WVKS(FM) Toledo, OH (31,200)
WAVZ(AM)-WKCI(FM) New Haven, CT (135,800)

19. Booth American
18 ❑ 2,824,400

WJLB(FM) Detroit (504,700)
WWWE(AM)-WLTF(FM) Cleveland (634,100)
KRZN(AM)-KXLT(FM) Denver (205,900)
KSMJ(AM) Sacramento and
KSFM(FM) Woodland, both California (234,700)
WSAI(AM)-WWNK-FM Cincinnati (225,400)
KONO(AM)-KSRR(FM) San Antonio, TX (229,700)
WZPL(FM) Greenfield, IN (Indianapolis) (252,700)
KBTS-FM Killeen, TX Austin (147,200)
WTOD(AM)-WKKO(FM) Toledo, OH (137,900)
WSGW(AM) Saginaw and
WIOG(FM) Bay City, both Michigan (193,700)
WZZP(FM) South Bend, IN (58,400 in spring 1990 survey)

20. Evergreen Media Corp.
6 ❑ 2,712,500

KKBT(FM) Los Angeles (696,900)
WLUP-AM-FM Chicago (1,364,400)
KHYI(FM) Arlington, TX (Dallas) (456,600)
WVCG(AM) Coral Gables, FL
WAPE-FM Jacksonville, FL (194,600)

NBC President Bob Wright leaving U.S. Bankruptcy Court last week

CNBC'S BID FOR FNN CHOSEN

In what could soon be the end of a months-long battle that has seen three media giants fighting over an independent, financially beleaguered cable network, a U.S. Bankruptcy Court judge last week awarded Financial News Network to CNBC for $154.3 million, including $145 million in cash, $9.3 million in assumed liabilities and an offer of 50% of the projected revenues, in excess of $227 million, of the combined operations of CNBC-FNN from 1992 through 1994. FNN has liabilities of $145.5 million and $75 million in assets. With the acquisition of FNN, NBC will have sunk nearly $250 million into CNBC since it was begun in April 1989.

U.S. Bankruptcy Judge Francis Conrad awarded FNN to CNBC over Dow Jones-Group W's competing offer of $125 million in cash, $32.8 million in projected revenues payable in 1994, with guaranteed payment of at least $10 million, and assumption of $9.3 million in liabilities. Dow Jones-Group W's investment banker, Dillon, Read & Co., jumped in with an additional $17 million in cash in exchange for $26 million of the projected revenue, bringing the total immediate cash offer to $142 million.

But an appeal and antitrust issues still remain, despite the FTC's 3-1 decision several weeks ago not to oppose the sale of FNN to CNBC on antitrust grounds. Both Dow Jones-Group W and the state of Illinois filed antitrust suits in separate U.S. District Courts last week, but both actions were bounced back to the jurisdiction of the bankruptcy court. Both those suits, as well as an antitrust action filed by Pennsylvania and Delaware on behalf of 13 other states, will be heard by Judge Conrad on Monday, May 20.

Both parties have agreed to keep their existing bids on the table through the May 20 hearing. Dow Jones has also filed an appeal of Judge Conrad's decision in district court. No date has yet been set for when, or even if, that appeal will be heard. If CNBC is successful in opposing these suits, the earliest it could close the deal would be May 21, since Judge Conrad filed the order of sale to CNBC last Friday, and the order stipulates at least an 11-day wait before the sale can be closed. It is likely CNBC will absorb FNN within a matter of days following the closing.

Although the bids were not far apart, if Dow Jones-Group W's bid had been chosen, more than $10 million of that offer would have gone to CNBC in breakup and legal fees, since CNBC had signed a $105 million definitive agreement for FNN before the network filed for Chapter 11. Judge Conrad had previously ruled that CNBC was entitled to a breakup fee of $2 million plus 10% of the purchase price, as well as legal fees. "The breakup fee is the only rationale for picking their bid," said Peter Skinner, Dow Jones senior vice president.

Both CNBC and Dow Jones-Group W began last week with $115-million bids. At an all day, packed hearing on Tuesday, attended by NBC President Robert Wright and Dow Jones President Peter Kann, Dow Jones-Group W started and ended the day with all the elements of its final bid except the $17 million offered

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/29	ABC 12.1 / 19			MACGYVER (47) [11.0 / 18] 10.3 / 17	11.6 / 18	ABC MONDAY NIGHT MOVIE—COLUMBO (32) [12.6 / 19] 11.6 / 17	12.3 / 18	13.0 / 20	13.4 / 22
	CBS 12.4 / 19			EVENING (20) SHADE 13.9 / 23	MAJOR (16) DAD 14.9 / 23	MURPHY (26) BROWN 13.2 / 19	DESIGNING (34) WMN. 12.5 / 18	N. EXPOSURE (51) [9.8 / 15] 10.1 / 15	9.4 / 15
	NBC 19.5 / 30			FRESH (32) PRINCE12.6 / 21	BLOSSOM (37) 12.2 / 19	NBC MONDAY NIGHT MOVIE—SWITCHED AT BIRTH II (1) [23.1 / 35] 21.6 / 32	22.9 / 33	23.6 / 36	24.4 / 40
	FOX 9.1 / 14			FOX NIGHT AT THE MOVIES—DIE HARD (60) [9.1 / 14] 7.1 / 12	9.0 / 14	9.5 / 14	10.2 / 15	9.6 / 14	
TUESDAY 4/30	ABC 12.2 / 20			WHO'S THE (40) BOSS 11.6 / 21	BABY (44) TALK 11.3 / 19	ROSEANNE (4) 17.0 / 27	STAT (23) 13.6 / 21	THIRTYSOMETHING (54) [9.7 / 17] 9.8 / 16	9.6 / 17
	CBS 11.9 / 20			RESCUE 911 (29) [12.8 / 21] 11.9 / 21	13.7 / 23	CBS TUESDAY NIGHT MOVIE—THE ACCUSED (43) [11.4 / 19] 9.9 / 16	10.5 / 16	12.3 / 21	12.6 / 23
	NBC 13.2 / 22			MATLOCK (21) [13.7 / 23] 13.0 / 23	14.4 / 24	HEAT OF THE NIGHT (17) [14.4 / 23] 14.0 / 22	14.8 / 23	SHANNON'S DEAL (40) [11.6 / 20] 12.0 / 20	11.2 / 20
WEDNESDAY 5/1	ABC 9.9 / 17			WONDER (44) YEARS 11.3 / 21	GROWING (47) PAINS 11.0 / 19	DOOGIE (29) M.D. 12.8 / 21	MY LIFE & (66) TIMES 8.5 / 14	GABRIEL'S FIRE (71) [8.0 / 14] 8.2 / 14	7.8 / 15
	CBS 9.3 / 16			SNOOPY'S (73) REUN. [7.7 / 14]	DAFFY (74) DUCK [7.3 / 12]	JAKE AND FAT MAN (47) [11.0 / 18] 10.3 / 17	11.6 / 19	48 HOURS (55) [9.4 / 17] 9.6 / 16	9.1 / 17
	NBC 13.7 / 23			UNSLVD. MYSTERIES (8) [16.1 / 28] 14.8 / 27	17.4 / 30	NIGHT (29) COURT 12.8 / 21	DEAR (39) JOHN 11.9 / 20	QUANTUM LEAP (34) [12.5 / 22] 12.3 / 21	12.8 / 24
THURSDAY 5/2	ABC 8.9 / 15			FATHER DOWLING (64) [8.6 / 15] MYS. 8.0 / 14	9.2 / 16	AMERICAN DETEC. (58) [9.3 / 15] 8.7 / 14	10.0 / 16	PRIMETIME LIVE (63) [8.7 / 15] 8.6 / 14	8.7 / 15
	CBS 9.5 / 16			TOP COPS (69) [8.4 / 15] 7.4 / 13	9.4 / 16	ANTAGONISTS (75) [7.1 / 11] 6.7 / 11	7.5 / 12	KNOTS LANDING (27) [13.1 / 22] 12.9 / 21	13.3 / 23
	NBC 16.9 / 28			COSBY (14) 15.2 / 27	DIFFERENT (7) WORLD 16.3 / 28	CHEERS (3) 20.8 / 33	SEINFELD (11) 15.7 / 25	L.A. LAW (5) [16.8 / 28] 16.7 / 27	16.8 / 29
	FOX 8.9 / 15			SIMPSONS (40) 11.6 / 20	BABES (77) 6.7 / 11	BEVERLY HILLS, 90210 (64) [8.6 / 14] 8.2 / 13	9.0 / 14		
FRIDAY 5/3	ABC 12.1 / 21			FULL (14) HOUSE 15.2 / 30	DINOSAURS(19) 14.4 / 26	FAMILY (25) MAT. 13.4 / 23	PERFECT (46) STRAN. 11.2 / 19	20/20 (59) [9.2 / 16] 9.5 / 16	8.8 / 16
	CBS 17.7 / 31			GUNS OF PARADISE (61) [9.0 / 17] 7.6 / 15	10.4 / 19	DALLAS (2) [22.0 / 38] 20.8 / 35	22.2 / 37	22.3 / 38	22.6 / 40
	NBC 9.4 / 17			UNSLVD. MYSTERIES (66) [8.5 / 16] SP. 8.2 / 16	8.7 / 16	NBC MOVIE OF THE WEEK—RED DRAGON (51) [9.8 / 17] 9.7 / 16	9.9 / 17	9.9 / 17	9.8 / 17
	FOX 3.4 / 6			AMR'S MOST WANTED (87) [4.4 / 8] 4.2 / 8	4.6 / 8	DEA: SP TASK FORCE (90) [2.4 / 4] 2.4 / 4	2.3 / 4		
SATURDAY 5/4	ABC 7.2 / 14			YOUNG RIDERS (72) [7.8 / 15] 7.1 / 16	7.5 / 15	7.9 / 15	7.9 / 15	8.7 / 17	AMER. SAT. (85) NIGHT 5.0 / 10
	CBS 7.6 / 15			FLASH (81) [5.5 / 12] 5.4 / 12	5.7 / 11	CBS SATURDAY NIGHT MOVIE—FLETCH LIVES (70) [8.3 / 16] 6.7 / 13	7.7 / 14	9.2 / 18	9.8 / 20
	NBC 13.2 / 26			AMEN (55) 9.4 / 21	DOWN (50) HOME 9.9 / 20	GOLDEN (11) GIRLS [15.7 / 30]	EMPTY (13) NEST 15.6 / 29	CAROL &COMPANY (24) [13.5 / 27] 13.1 / 25	13.8 / 28
	FOX 4.6 / 9			TOTALLY (88) H. VD. 3.8 / 8	YEAR- (89) BOOK 3.5 / 7	COPS (83) 5.2 / 10	COPS 2 (80) 5.7 / 11		
SUNDAY 5/5	ABC 12.6 / 21	LIFE GOES ON (66) [8.5 / 16] 7.8 / 15	9.2 / 17	AMR. FUN (10) VIDEO 15.8 / 26	DINOSAURS(19) 14.0 / 22	ABC SUNDAY NIGHT MOVIE—NIGHT OF THE HUNTER (21) [13.7 / 23] 13.3 / 20	13.4 / 21	13.5 / 22	13.8 / 24
	CBS 14.3 / 24	60 MINUTES (6) [16.5 / 31] 15.4 / 30	17.5 / 32	MURDER SHE WRT. (9) [16.0 / 26] 15.1 / 25	16.9 / 27	CBS SUNDAY MOVIE—VICTIM OF LOVE (38) [12.0 / 20] 12.3 / 19	12.2 / 19	12.2 / 20	12.0 / 21
	NBC 9.3 / 16	SUPER BLOOPS. (78) [6.0 / 11] 5.3 / 10	6.8 / 12	EXPOSE (78) 6.0 / 10	REAL LIFE (62) J.P. 8.9 / 14	NBC SUNDAY NIGHT MOVIE—WHITE HOT MYS. (36) [12.3 / 20] 12.1 / 19	12.0 / 19	12.5 / 21	12.4 / 22
	FOX 7.5 / 13	TRUE CLR.(86) 4.7 / 9	P. LEWIS (83) 5.2 / 9	IN LIVING (55) COLOR 9.4 / 16	GET A LIFE (75) 7.1 / 11	MRD. WITH (28) CHILD. 13.0 / 20	TOP OF (51) HEAP 9.8 / 16	SUNDAY COMICS (81) [5.5 / 10] 6.0 / 10	5.1 / 9

WEEKLY PRIME TIME AVERAGE	ABC 10.8 / 18	CBS 12.0 / 20	NBC 13.5 / 23	FOX 6.9 / 12	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 12.3 / 21	CBS 12.2 / 20	NBC 12.6 / 21	FOX 6.4 / 11	*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

CLASSICAL'S AUDIENCE KEEPS THE FORMAT HEALTHY

From a pure ratings standpoint, classical music radio stations never rank at or near the top of their markets. Yet classical music stations continue to prosper and play an important role. As any classical music broadcaster will tell you, it's not the size of the audience, but who that audience is, that matters. Further proof seems to be the rising numbér of stations making the switch to classical, a 25% increase since 1989 (63 in 1989 vs. 79 in 1990),and the health of both long-established stations and relative newcomers.

According to John Major, owner of KCMA(FM) Broken Arrow, Okla. (Tulsa), and president of the Concert Music Broadcasters Association, 40% of commercial classical stations have been in the format for less than 10 years, and 50% have been classical for 20 years or more. Of that 50%, 24 have been in the format 40 years or more.

Commercial classical broadcasters will be gathering in Seattle, May 19-21, for the annual meeting of the CMBA. Chief among the topics for discussion: the promise of digital audio broadcasting. The association has invited John Abel, executive vice president, operations, National Association of Broadcasters, to explain the effects and status of the new technology and what it can mean for the format.

Classical music broadcasters stand to gain from the enhanced technology since the music they play is characterized by a wide dynamic range. Furthermore, since most classical music audiences are in the higher income brackets, they may be the most able to afford the investment in new receiver equipment that will be needed. As one broadcaster pointed out, classical music listeners also tend to be audiophiles.

Other issues to be discussed include the traditional versus the nonconformist presentation of classical music on the air.

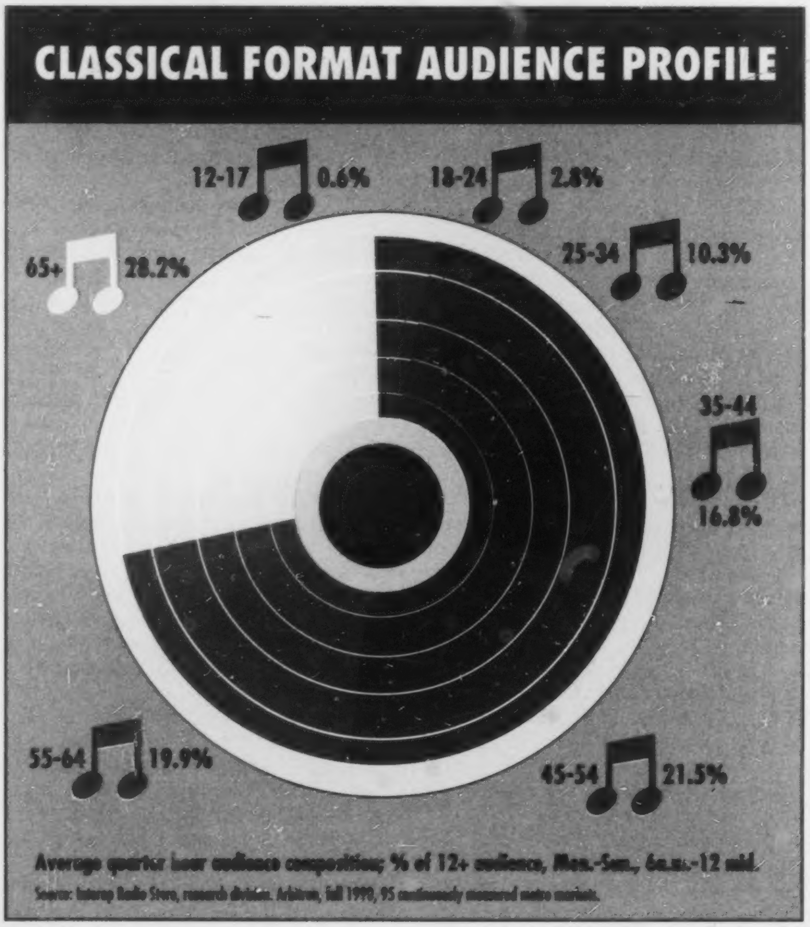
Among those long-established stations ranks one considered by many to be the paradigm of traditional classical music radio: the New York Times Co.'s WQXR-AM-FM New York. According to the fall 1990 Arbitron survey, the simulcast stations are the highest cuming classical stations (654,300) in the country. They've been programing classical music since WQXR(AM) signed on the air Dec. 3, 1936 (the FM signed on in 1939).

"It is the nature of our audience that gives us our strength," says Warren Bodow, president and general manager. "The people who turn to classical are, for the most part, educated, responsible—the upper market portion of our society." The station uses the caliber of its audience and its loyalty to the music and the station to develop advertiser relationships. "Nearly half of our revenue is derived from the sale, not of spot advertising, but of program and feature sponsorships," said Bodow. "I believe we are the leaders of what is called relationship advertising—rather than transactional advertising."

There are advertisers who wish to establish a relationship with a particular program and the station for extended periods of time. "The goodwill that is engendered rubs off in any number of ways that supercede cost per point," Bodow said. The station has advertisers that have been with it for 20 years.

If there is a dominant issue in classical music today, it is the issue of presentation. Stations such as WQXR exemplify the traditional presentation, but there are stations that take a lighter, less formal approach.

Woody Tanger, president, Philadelphia-based Marlin Broadcasting Inc.,



Average quarter hour audience composition; % of 12+ audience, Mon.-Sun., 6a.m.-12 mid.

Source: Interep Radio Store, research division. Arbitron, fall 1990, 95 continuously measured metro markets.

operates a group of such stations. "We are very contemporary in our presentation," said Tanger, "because we live in a changing world. Our audience demands the maximum amount of music with a minimal amount of musical indoctrination."

The contemporary presentation is profitable as well, said Tanger. "Classical music is the only format that is distinctly a way of life," he said. "We have created a bond with our listeners that is a way of life. And our future depends on taking our single greatest strength—our bonding—and effectively communicating that to advertisers."

Another area of change for classical music stations has been a lessening dependence on syndicated product and an effort to localize the programing. "Ten years ago, syndicated programing on classical music stations was far more successful than it is today," said Bodow. "A number of the orchestras that had distribution and sponsorship 10 years ago are having a hard time finding distribution today." He cited the example of Philadelphia, Boston and New York as orchestras still seeking sponsorship for their radio broadcasts. Even if they eventually get sponsorship, added Bodow, there are some stations who may not accept the programing. —LC

QUALITATIVE RESEARCH: RADIO TIE-BREAKER

Ratings compression, competitive pressures lead stations to use qualitative data to differentiate themselves from pack

As radio audiences continue to fragment and ratings compression increases competitive pressures, more stations are looking for ways to differentiate themselves, above and beyond the quantitative data produced by Arbitron and Birch/Scarborough.

Enter qualitative. Loosely defined as any research other than that broken out by age and sex, qualitative increasingly is becoming a fixture in the battle for ad dollars on both a national and a local level. "Qualitative provides a look at what a station offers in terms of its audience," said Rick Ducey, National Association of Broadcasters senior vice president, research. "With qualitative, broadcasters who want to get in on a buy can demonstrate how they can deliver results to the advertiser."

Unfortunately, confusion arises from anything new, and that extends to qualitative research, Ducey said. This confusion has led NAB to conduct two qualitative research summits to educate broadcasters and advertisers about the uses and abuses of qualitative information. "Qualitative introduces a new set of tools, concepts and uses, as well as a new set of shared understanding as to what all the information means," Ducey said. "The confusion with the data mostly comes from what information is being used under what circumstances it is being used and what limits exist within that information."

In a "four-share world," whereby a number of stations are clustered in a rather nondescript pack, "nearly everyone needs some sort of method by which they can differentiate themselves from stations that have the same number," according to Gerry Boehme, Katz Radio Group's senior vice president, director of research. Qualitative research provides the means to do this because data is split according to product consumption, type of audience, psychographics and lifestyles, he said. "Radio often has to convince advertisers that radio is an effective medium for their message and that radio stations deliver the people who are going to consume their products," Boehme said. He added that qualitative helps the broadcaster communicate in terms that the client or buyer can understand, "by talking about generating in-store traffic or consumption, and therefore creating good advertising and marketing value."

Two basic challenges in producing usable qualitative data are sample size and inconsistent presentation of that data, said Boehme. As research suppliers pull more data out of a sample size that many critics charge already is too small, reliability and consistency of the data becomes more suspect. "When you survey a population and start asking them a bunch of qualifying questions, the sample size shrinks significantly by the time you narrow it down to the number of McDonald's customers are within a specific station's afternoon drive AQH au-

SOURCES OF QUALITATIVE RESEARCH FOR RADIO

Differences in sample size, sampling procedure and research methodology can play a significant role in qualitative information.

This chart illustrates the variables in the qualitative product supplied by some of the radio-oriented qualitative research organizations.

	BIRCH	*MA-RT*	*MEDIA AUDIT*	*M.R.I.*	*SCARBOROUGH*	*SIMMONS*
No. of mrkts surveyed	158	79	42	(1.) U.S. (2.) 10	55	Total U.S.
Geographic area	Metro	Metro	Phone book	Total U.S.	ADI	Total U.S.
Msrmt freq. (per year)	1,2or 4	1	1,2or 4	1	1	1
Sample size	250-3,000	5,000-18,000	800, 1,200, 1,600	20,000	2,000-7,000	19,874
Minimum age	18+ (some 12+)	14+	18+	18+	18+	18+
Sampling procedure	Phone int.	Self-adminstrd questionnaire	phone int.	Prsnl int. (phase 1)	Phone int.; diary, questionnaire	Personal int. questionnaire
Data collection	Yesterday recall	Stations listened to	Past 7-day recall	Yesterday recall	Yesterday recall	Yesterday recall (or two-day diary)

Compiled from information supplied by Katz Radio Group, New York dience," he said. "The broadcaster has to ask himself how representative this is in giving a station a good indicator on the number of McDonald's AQH audiences it really has."

Add to this the refusal of some respondents to answer specific questions—such as income questions—and the data become even more suspect, Boehme said. In such cases, "the research services have to ascribe these answers based on responses from similar people who answered that question," Boehme said. "It's mainly a data consistency/reliability sample size question, which is really a pretty major concern if you wonder how believable this stuff is."

Presentation of the data to the advertiser/agency also becomes suspect if a broadcaster massages the numbers to put the station in the best possible competitive position. According to Boehme, data can be looked at in terms of raw audience for a particular consumer category, either by AQH or cume; composition of audience in that category, by AQH or cume; or indexed compared to the norm, again by AQH or cume.

"You also can take qualitative aspects, merge them with a different qualitative source and apply the results on a raw number, composition or index basis," Boehme said. Because most stations typically examine the data every way to see what looks best, national agencies are growing increasingly cautious, because every station comes out on top.

As a result, some agencies and advertisers now are setting the parameters, requesting a specific basis for comparison, daypart, ranked according to a specific category and consumer group, Boehme said. This limits the ways a station can manipulate the data. "Manipulation is a real problem, and a lot of people who really don't know what they're doing are ranking things that really don't make any sense," he said.

In a perfect world, qualitative data would be a perfect radio sales tool. Unfortunately, current qualitative information available to radio stations is far from perfect, according to Jhan Hiber, a Carmel, Calif.-based research/programing consultant. Because of this, the broadcaster must study the research and the vendor to determine whether the qualitative is of any quality. These questions include when the survey was conducted, what methodology was used and whether the survey was conducted randomly.

Said Hiber: "You need to ascertain whether every demographic group, every ethnic group, every zip code has a proportional chance to be included in the survey, or is it skewed to certain key locations such as malls, street corners or intersections?" These questions certainly should be addressed whether the research has already been conducted or will be conducted in the near future, Hiber said.

An additional caveat: don't be lured by sample size alone. As more broadcasters become convinced that bigger is better, they should remember that "bad data that is produced through a large sample size only produces more bad data," Hiber said.

Constraint is crucial to the supply and use of qualitative information, NAB's Ducey said. According to his "Law of the Hammer," which suggests that any little boy with a hammer suddenly finds that everything needs to be hammered, suppliers tend to view qualitative in terms of all the products they have for sale, rather than in terms of what products are needed.

Broadcasters similarly see qualitative research as a body of knowledge with which they can account for virtually any audience characteristic.

Ducey said that broadcasters and advertisers have come to expect a lot more out of research information today than they did 10 years ago. "As competition increases, they feel a need to try to extract more information. They're trying to really work those numbers over, and instead of mining big chunks of gold, they're going after dust that's still valuable," he said. **-RB**

RAB BOARD APPROVES NEW DUES PACKAGE

The Board of Directors of the Radio Advertising Bureau held its semi-annual board meeting May 5-6, in Sarasota, Fla. At the meeting, directors approved a new revenue-neutral dues package for member stations, eliminated the membership group rule, passed a resolution supporting the Arbitron Radio Advisory Council resolution and announced the theme for the 1992 Managing Sales Conference.

The revenue-neutral proposal, set to go into effect July 1, 1992, redistributes dues based on the "economic vitality" of individual markets. It also establishes a flat fee for all stations within five classes of markets, categorized by radio revenue. The existing dues structure based fees on a multiple of the station's average midday rate.

The board also voted to change the RAB bylaws to eliminate the "Group Rule" regarding station membership, to take effect immediately. The rule required commonly owned radio groups to have all their stations in membership if any were to be members. The new rule will allow individual stations to join the RAB, regardless of the membership status of the other stations in their group. The board also amended the bylaws to require full-group membership as a prerequisite for representation on the RAB board.

The board voted to support efforts by the Arbitron Radio Advisory Council to improve the reliability and accuracy of radio audience measurement surveys (BROADCASTING, March 25).

The RAB also announced that the 1992 Managing Sales Conference will have as its theme: "Full Speed Ahead: Maximizing Your Share of the Economic Recovery." The conference is scheduled for Jan. 30 through Feb. 2, 1992, at the Opryland Hotel in Nashville.

NATIONAL SPOT UP

National spot billing for March 1991 was $99,698,700, a 35.6% increase over the unadjusted March 1990 figure of $73,534,200, and an 8.5% increase over the adjusted figure for March 1990 of $91,917,800. Year-to-date billings were $213,398,900, a 10.1% increase over the unadjusted figure for the same period in 1990 ($193,812,200), and a 1.6% increase over the adjusted figure of $209,963,200. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

AD REVENUE DOWN

Despite gains in national spot billing, the Radio Advertising Bureau said last week that radio ad revenue for the first quarter of 1991 was down 5.2% over the same period in 1990. Local radio revenue was down 3.6% in January, 7.3% in February and 9.9% in March, compared to the same months in 1990. The accounting firms of Miller, Kaplan, Arase & Co. and Hungerford, Aldrin, Nichols & Carter provide the figures for more than 100 markets that the RAB uses to calculate revenue index.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WNJR(AM) Newark, N.J. □ Sold by Sound Radio Inc. to N. John Douglas for $6.75 million. **Seller** is headed by Raphael Diaz, Hugh McComas and Danny Stiles, and has no other broadcast interests. **Buyer**, Douglas, is majority shareholder of Douglas Broadcasting Inc., which controls licenses of KMAX(FM) Arcadia; KEST(AM) San Francisco; KWWN(FM) Placerville and KOBO(AM) Yuba City, all California. WNJR is fulltimer with urban contemporary format on 1430 khz with 5 kw.

WWCS(AM) Pittsburgh □ Sold by Universal Broadcasting to WKYN Inc. for $750,000 cash. **Seller** is headed by Marvin B. Kosofsky and Howard Warshaw. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. Warshaw is partner with wife, Miriam, and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, N.C. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHE(AM) Mineola, N.Y.; WNDZ(AM) Portage, Ind., and WVVX(FM) Highland Park, Ill. (Chicago); WCBW(FM) Columbia, Ill. (St. Louis), and KPPC(AM) Pasadena, Calif. **Buyer** is headed by Robert M. Stevens, and also owns WKYN(FM) St. Marys, Pa. WWCS has classical format on 540 khz with 7.5 kw day and 500 w night.

WCLN-AM-FM Clinton, N.C. □ Sold by Sampson Broadcasting Co. to Willis Broadcasting Co. for $650,000. **Seller** is headed by Lawrence B. Carr and has no other broadcast interests. **Buyer** is headed by L.E. Willis Sr., and has interests in 12 AM's and 13 FM's. WCLN(AM) has adult contemporary format on 1170 khz with 5 kw day. WCLN-FM has adult contemporary format on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$8,163,749** □ **8**

FM's □ **$234,171** □ **4**

AM-FM's □ **$1,534,354** □ **5**

TV's □ **$0** □ **0**

Total □ **$9,932,274** □ **17**

Year to Date:

AM's □ **$28,428,246** □ **87**

FM's □ **$71,942,205** □ **90**

AM-FM's □ **$117,538,408** □ **75**

TV's □ **$209,394,000** □ **31**

Total □ **$426,302,859** □ **283**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KAWL-AM-FM York, Neb. □ Sold by Gleason Broadcasting Co. to Central Nebraska Broadcasting Co. for $530,000. Price includes $425,000 cash at closing, $25,000 escrow deposit and $80,000 10-year promissory note at 8%. **Seller** is headed by E. Louise Gleason and has no other broadcast interests. **Buyer** is headed by Tommy L. Gleason Jr. (50%) and Tommy L. Gleason Sr. (50%), brother-in-law and nephew of seller. They are minority stockholders in Community Service Radio Inc., licensee of KRVR(FM) Davenport and WIRL(AM)-WSWT(FM) Peoria, both Illinois. They also have interests in Galaxy Cablevision Management Inc., which operates systems in seven states. KAWL(AM) has C&W format on 1370 khz with 500 w day and 176 w night. KAWL-FM has adult contemporary format on 104.9 mhz with 2.75 kw and antenna 310 feet above average terrain.

WRBD(AM) Pompano Beach, Fla. □ Sold by Sunao Broadcasting Co. Inc. to Sepia Communications Inc. for $500,000 cash. Station was purchased in 1985 for $1.8 million ("Changing Hands," Dec. 23, 1985). **Seller** is headed by John Ruffin Jr., and has no other broadcast interests. **Buyer** is headed by Kenneth E. Harris (35%), Jerome Barney (25%) and George W. Halstead (40%). Halstead has interest in Ronin Broadcast Group Inc., applicant for assignment of WKKX(FM) Jerseyville, Ill. WRBD has Black format on 1470 khz with 5 kw day and 2.5 kw night.

KKUL-AM-FM Hardin, Mont. □ Sold by Michael K. Rapkoch, receiver, to Bruce Erikson for $354,354 cash. Station was purchased in 1988 for $550,000. **Seller** has no other broadcast interests. **Buyer** is headed by Erickson and Claude R. Erickson, president and chairman, respectively, of First Security Bank of Livingston (Montana), and has no other broadcast interests. KKUL(AM) is fulltimer with oldies format on 1230 khz and 1 kw. KKUL-FM has oldies format on 95.5 mhz with 100 kw and antenna minus 13 feet below average terrain.

For other proposed and approved sales see "For the Record," page 70.

SOLD!

WKQB/WQIS, Charleston, South Carolina, has been sold by Trident Communications to Low Country Media, Inc., Ronald Hoover, Principal for $1,200,000.

Randall E. Jeffery
Broker

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

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MVP

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Subject to F.C.C. approval.

interests. Filed April 23.

■ **New FM 1 Montgomery, WV** (BAPH910424HU; 93.3 mhz; .4 kw; ant. 218 ft.)—Seeks assignment of CP from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for $101,500. Seller is headed by George Waters. Buyer is headed by C. Farrell Johnson (100%), and is licensee of WVAR(AM) Richwood and WCWV(FM) Summersville, WV. Filed April 24.

Actions

■ **WYDE(AM) Birmingham, AL** (BAL901228ED; 850 khz; 50 kw-D, 1 kw-N)—Dismissed app. of assignment of license from Wyde Broadcasting Co. Inc. to Guardian Communications Inc. for $1.05 million. Seller is headed by American General Media of Texas Inc. (holding company), headed by Anthony S. Brandon and Lawrence Brandon, father and son, and is licensee of WWWG(AM) Rochester, NY; KQXR(AM)-KERN(FM) Bakersfield, CA, and KGEE(FM) Monahaws and KLLF(AM) Wichita Falls, both Texas. Buyer is headed by Mark and Joann McNeil (69.6875%), Leonard and Dolores Koltiska (7.8125%), Richard and Debra David (7.8125%), David McNeil (4.0625%), Daniel and Leslie McNeil (4.0625%), Charles T. Lucas Jr. (3.125%), Pamela Anne Parker and Phyllis W. Spates (3.125%) and Jeff Oberholtzer (.3125%). Guardian Communications is licensee of KFEL(AM) Pueblo, CO, KKIM(AM) Albuquerque, NM; WCCD(AM) Parma, OH; WFEL (AM) Towson, MD, and WTSJ(AM) Cincinnati. Action April 26.

■ **WMML(AM) Mobile, AL** (BAL910311EF; 1410 khz; 5 kw-U)—Granted assignment of license from Lonnie M. Tillis to Albert L. Crain for $25,000. Seller has no other broadcast interests. Buyer is headed by Albert Crain and Lois B. Crain, husband and wife. Lois Crain owns KGRW(FM) Friona, TX; WAVN (AM) Southaven, MS, and WHLE(FM) Holly Springs, MS. Albert Crain owns KAIR(FM) Crane and KWTA(FM) Electra, both Texas. Action April 26.

■ **WAVH(FM) Mobile, AL** (BAPLH901226GY; 96.1 mhz; 100 kw; ant. 1,141.4 ft.)—Granted assignment of CP from Marathon Communications Inc. to Atmor Properties Inc. Seller is headed by Patrick S. Shaughnessy. Buyer is headed by T.C. Wajnert and R.B. Lasken, and is wholly owned subsidiary of AT&T Commercial Finance Corp., which, in turn, is subsidiary of American Telephone & Telegraph Co. Buyer was also granted assignment of KBUL(FM) Carson City, NV (see below).Action April 9.

■ **KRVZ(AM)-KQAZ(FM) Springerville-Eagar, AZ** (AM: BAL910228EB; 1400 khz; 1 kw-U; FM: BALH910228EC; 101.7 mhz; 3 kw; ant. -97 ft.)—Granted assignment of license from Radio Paradise Inc. to Double Z Enterprises Inc. for $130,000. Seller is headed by William S. Gardner Jr. and Michaelette Gardner, husband and wife, and has no other broadcast interests. Buyer is headed by Theodore M. Barbone (25%), Jack A. Fansher (25%), Bert H. Wunderlich (25%) and Michael J. Barbone (25%), and has no other broadcast interests. Action April 25.

■ **KYEL-TV Yuma, AZ** (BALCT910318KE; ch. 13; 316 kw-V; ant. 1,700 ft.)—Granted assignment of license from Beacon Broadcasters Ltd. to KB Media Inc. for $1.4 million. Seller is headed by Robert L. Gilbertson and Duncan Fraser, and recently sold WCFT-TV Tuscaloosa, AL (''Changing Hands'' Jan. 28). Buyer is headed by John A. Radeck (33.3%), William H. Sanders (33.3%), Janice W. Radeck and Kenneth L. Bazzle (33.3%). Sanders is 80% stockholder of Martin Media Inc., general partner of Cal Valley Radio Ltd., licensee of KVFX(FM) Manteca, CA; 50% stockholder of Radeck Broadcasting Inc., general partner of Big Sky Broadcasting Ltd., licensee of KTVH(TV) Helena, MT; 5% shareholder of Downs Broadcasting Inc., licensee of WXFX-FM Prattville, AL, and KDXR-FM Borger, TX; .2% shareholder of Turner Broadcasting System Inc., parent of WTBS(TV) Atlanta; 50% stockholder of CDK Communications Inc., general partner of Kentucky Radio Ltd., licensee of WAXU(AM)-WTKT(FM) Georgetown, KY; 49% stockholder of Picus Broadcasting Corp. Inc., licensee of WZAZ(AM) Jacksonville and WZAZ-FM Green Cove Springs, both Florida; chairman and 85% shareholder of Chattanooga Radio, general partner of Tennessee Communications Ltd., licensee of WNOO(AM) Chattanooga and WFXS(FM) Soddy-Daisy, both Tennessee, and director of Jones Intercable Inc., which operates cable systems in 25 states. Action April 24.

■ **KGIW(AM)-KALQ-FM Alamosa, CO** (AM: BAL901207EA; 1450 khz; 1 kw-U; FM: BTCH901207EB; 93.5 mhz; 2.8 kw; ant. 130 ft.)—Granted assignment of license from Community Broadcasting Corp. to Dale K. Burns for no cash consideration; Darrell K. and Hazel Burns, husband and wife, are transferring their stock interest to son Dale as gift. Commmunity Broadcasting Corp. is headed by Darrel K. and Hazel L. Burns, Dean K. and Gayle Burns, husband and wife, and Dale K. and Marilyn Burns, husband and wife, and is licensee of KRSN(AM) Los Alamos, NM (see below). Dean Burns is 100% shareholder of Torjaq Radio Inc., licensee of KNLA(FM) White Rock, NM. Action April 22.

■ **WKUN(AM) Monroe, GA** (BTC910318EB; 1580 khz; 1 kw-D)—Granted transfer of control from Community Broadcasting Co. to Linda Gail Lapann & John C. Poss for $205,000. Seller is headed by Frank D. Morris Sr., and has no other broadcast interests. Buyer is headed by Lapann (45%), Poss (45%) and Frank D. Morris Jr. (10%), and has no other broadcast interests. Action April 26.

■ **WBJC(FM) Baltimore** (BALED910228HT; 91.5 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Community College of Baltimore to New Community College of Baltimore for no cash consideration. Seller is headed by Community College board of trustees, and has no other broadcast interests. Buyer is headed by James D. Tschechtelin and Marion W. Pines, and has no other broadcast interests. April 22.

■ **WALI(AM)-WROG(FM) Cumberland, MS** (AM: BAL910305ED; 1230 khz; 1 kw-U; FM: BALH910305EE; 102.9 mhz; 3.5 kw; ant. 1,400 ft.)—Granted assignment of license from Tschudy Communications Corp. to James P. O'Leary, Robert H. Long Jr. and Alfred A. Ruscito for $1.8 million. Seller is headed by Early Judy Jr., Robert S. Janney and Joyce Jenkins, and is also licensee of WBRJ(AM)-WEYQ(FM) Marietta, OH; WMQC(FM) Westover, WV; WCRO(AM) Johnstown, PA, and WSKO(FM) Buffalo Gap, VA. Judy is president and 51% stockholder of Shenandoah County Broadcasting Corp., licensee of WSVG(AM)-WSIG(FM) Mount Jackson, VA. Buyer is headed by O'Leary (40%), Long (35%)

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	**10,830**	**1,495**	**12,325**
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	**1,470**	**215**	**1,685**
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	**821**	**1,188**	**2,009**
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting May 20

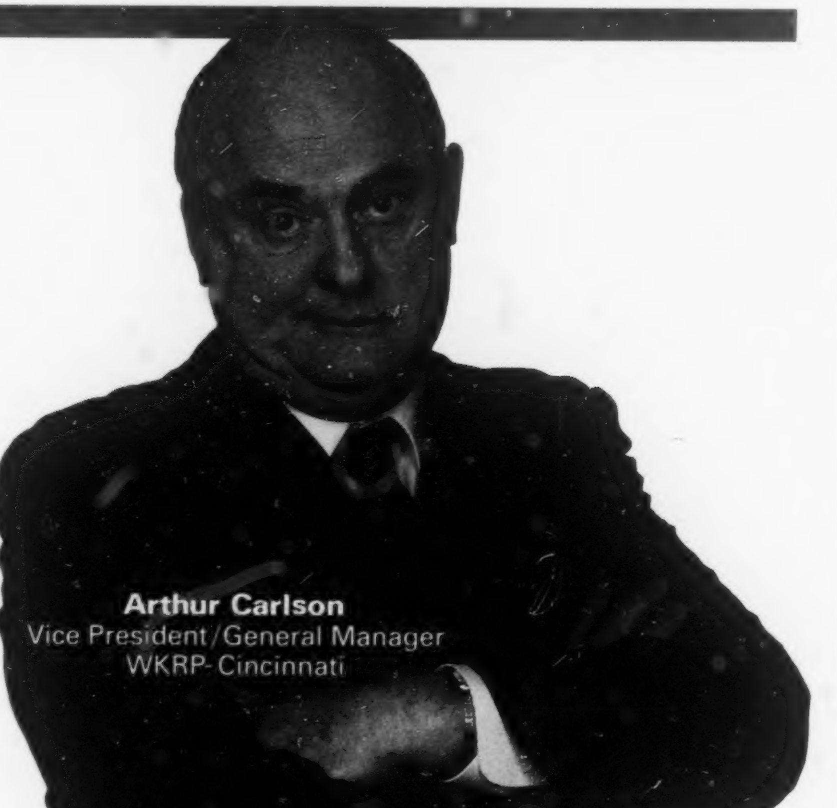
Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 35
Tartikoff says it's time to prune network programing bureaucracies

TOP OF THE WEEK / 27
Fall TV schedule takes shape ■ NBC affiliates in New York: network under scrutiny ■ FCC to try again on must carry

BUSINESS / 67
TVB faces budget shortfall, membership decline

Man of the Year



Arthur Carlson
Vice President / General Manager
WKRP-Cincinnati

Vol. 120 No. 20 $2.50

Hispanic Radio

THIS WEEK

27 / FALL SPECULATION

Network observers speculate on which new shows will be added to the networks' fall lineups and which old progams will return as ABC, NBC, CBS and Fox prepare to unveil their fall schedules. Although decisions will be made almost up until the network programing announcements are made, each network has specific needs to address and development projects considered front-runners to make the schedule.

29 / NBC AFFILIATES MEET

NBC network executives and affiliates will meet in New York this week to discuss expanded late news and the effect on *The Tonight Show,* as well as prime time and daytime.

30 / MUST-CARRY REQUIREMENT

The Commerce Committee voted 16-3 for a cable reregulation bill that gives broadcasters a retransmission consent right. S.12 also includes a must-carry requirement and would prevent cable operators from shifting broadcaster signals around. A quick vote on the Senate floor, however, is not anticipated.

31 / MUST CARRY AT FCC

The FCC is moving toward promulgating a must-carry requirement either as part of a new "effective competition" standard for cable rate regulation or as stand-alone rules. Commissioner James Quello thinks it is vital to the long-term health of broadcasting. However, FCC Chairman Alfred Sikes and the other commissioners are disinclined to complicate the standard and increase its legal vulnerability with the addition of must carry.

AM CA'S MOST
W NTED

Network fall schedules examined (page 27)

32 / BRITISH TV LICENSES

Forty applicants have delivered bids to win or retain one of 16 commercial UK television licenses now opened for auction.

33 / MAJOR FIRST AMENDMENT VICTORY ON INDECENCY: FCC'S 24-HOUR BAN OVERTHROWN

The The U.S. Court of Appeals threw out the FCC's 24-hour ban on indecency and ordered the commission to carve out a "safe harbor"—a late night period when broadcasters can air indecent programing with impunity.

34 / CHANGE OF PLACE

Gerald Levin, vice chairman of Time Warner Inc., has taken on additional duties as COO. Former NBC *Today* show anchor Deborah Norville will replace Sally Jessy Raphael as host of a nightly talk show on the ABC Radio Networks, and SMN has appointed David Kantor, previously with Cox Cable, as its president.

35 / TARTIKOFF ON THE NETWORKS

Brandon Tartikoff, set to assume the chairmanship at Paramount Studios, told a Hollywood Radio and Television Society gathering that risk-taking by the TV networks has been replaced by stunting. He added that the closeness of the prime time race "may have networks making bad short-term decisions, because a struggling show on a given night may mean the difference between third place and first place."

36 / BROADER CORPORATE TIES

Nike Inc. has pledged $5 million to a "television-based multimedia literacy project"—*Ghostwriter*—that will use "exciting, funky...fantastic" on-air graphics, a mystery format, a cast of six children and celebrity guest stars. According to the Children's Television Workshop, one of the show's funders, it is the largest single corporate grant to a children's educational TV project.

39 / HISPANIC CHALLENGES

Hispanic radio has become a $210 million annual business in the U.S. and is growing at an annual rate exceeding that for general market radio. Spanish-language broadcasters have become increasingly sophisticated in their marketing, sales and programing efforts, producing an on-air product that is vital to the burgeoning U.S. Hispanic population.

Yet challenges still remain: ratings companies continually attempt to refine their methodology to improve measurement of the Hispanic audience; rep firms have to break through a prevailing cost-per-point mentality to convince advertisers to try Hispanic radio; advertisers have to deal with increasing fragmentation in Spanish language formats, and networks need to program to a national population made up of many separate Hispanic cultural identities.

50 / PPV OUTLOOK

The Cable Television Administrative and Marketing Society's second PPV conference in Orlando, Fla., finds cable bullish on pay per view's future. One reason is three boxing bouts over the past two months that grossed well over $100 million in revenue. Also, the advances in digital compression that can make 100-channel cable systems a reality in the near future could open a whole new world for PPV proponents.

54 / TLC FACELIFT

Viewers will begin to see some changes in the next couple of months on The Learning Channel. Among those instituted by TLC's new owner, The Discovery Channel, is an alliance with the National Education Association to create Teacher Television, a weekly two-to-three-hour how-to series for teachers that will have its pilot outing next October.

55 / CONSUMER ATTITUDES TOWARD CABLE

A CTAM study on the attitudes and usage of cable and noncable subscribers finds 58% of all subscribers believe cable is a good value for the money and 87% have a continuing propensity to subscribe.

58 / BACK PAY

A Baton Rouge television station has settled a federal lawsuit with the U.S. Department of Labor that allows its on-air reporters to collect overtime pay.

TVB President Jim Joyella discusses status of organization (page 67)

61 / RADIO LICENSE DENIED

The FCC has released an order that unanimously affirmed the denial of license renewals for an AM-FM combination in Tempe, Ariz., finding that the company was unfit to be a licensee, due to misrepresentations it made to the FCC in connection with the stations' management and ownership in the mid-1970's.

63 / TECHNOLOGY REPORT: AFTER NAB

In this second of a two-part look at some of the products announced at the National Association of Broadcasters equipment exhibition last month, BROADCASTING reviews some of latest offerings in video recording and imaging.

67 / TOUGH TIMES AT TVB

Faced with a budget shortfall and declining membership, the Television Bureau of Advertising (TVB) is under pressure to increase membership or cut services. A goal of 50 new station members has been set for the end of the year, and at a recent board meeting directors talked about ways to increase revenue, including a possible merger with another association.

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68 / FREQUENT VIEWER PROMOTION?

Contrary to published reports, CBS said last week that it has no immediate plans to launch a promotional effort modeled after the airlines' frequent flyer programs that would reward frequent viewers of CBS programing. CBS Senior Vice President George Schweitzer said the network has had preliminary discussions regarding such a promotion, but it is not planning any announcement for the fall

71 / POST-NEWSWEEK DROPS PETRY

Post-Newsweek changed reps last week for its four TV stations from Petry Televison to Blair Television and TeleRep. Blair will rep the Detroit and Hartford, Conn., stations; Telerep takes over Miami and Jacksonville. The four stations are said to bill about $100 million annually.

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N.Y. Information: Tracey Muhlfeld, (212) 408-9170.

May 23—"Turning Up the Volume on International Radio," symposium sponsored by *Center for Strategic & International Studies International Communications Studies* program. Speakers: John Tusa, director, BBC World Service; Gene Pell, RFE/RL, and Bob Coonrod, VOA. CSIS, 1800 K Street, N.W., Washington. Information: (202) 775-3263.

May 23-24—*Kentucky Broadcasters Association* spring convention. Keynote speaker: Senator Wendell Ford of Kentucky. Landmark Inn, Pikeville.

ALSO IN MAY

May 28-31—*[illegible] Telecommunications Financial Management Association* conference. St. Louis. Information: Kathleen McDermott, (803) 799-5517.

May 29—"Global Distribution Opportunities for Domestic Programing—Expanding Your Market," speech by Robert Friedman, president, Playboy Entertainment Group, to *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

May 29-31—*CBS-TV* annual affiliates meeting. Waldorf Astoria, New York.

May 30-31—"Sound and Images," conference on music and sound in films on the visual arts, sponsored by *Program for Art on Film and the University of Southern California School of Cinema-Television*. UCLA, Los Angeles. Information: Peter Naumann, (212) 988-4876.

May 31—Deadline for Crystal Radio Awards, sponsored by *National Association of Broadcasters*, for contributions to community service in local programing, interaction with community, public service initiatives and local leadership. Information: William Peak, (202) 429-5422.

May 31—Deadline for entries in "Life in America" television awards, sponsored by *Bonneville International Corp.* and *National Association of Broadcasters*, "saluting exceptional achievements in adult values-oriented television programs." Information: NAB, (202) 429-5425.

JUNE

June 1—*Country Radio Broadcasters* air personality workshop. Quality Inn Downtown, Atlanta. Information: (615) 327-4487.

June 1-4—International Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-4900.

June 2-5—*Women in Cable* national cable management conference. Speakers include Glenn Jones, chairman-CEO, Jones Intercable, and Geraldine Laybourne, president, Nickelodeon/Nick-at-Nite. Sheraton Denver Tech Center, Denver. Information: Shirley Moses, (904) 932-2800.

June 2-6—*Radio Advertising Bureau* graduate management program. Wharton School, Philadelphia. Information: (212) 254-4800.

June 2-7—"Teaching Fellowship," seminar for full-time college teachers of broadcast journalism, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

ERRATA

State funding constitutes 15% of annual budget for noncommercial WKNO-TV Memphis, not one-third, as reported in May 6 story on troubles of public stations.

Viacom's KXEZ(FM) Los Angeles was left off top 20 radio group chart in May 13 issue. Station's fall 1990 metro cume was 697,600, placing Viacom at number 8 on list with 5,279,400 cume and Gannett and Malrite at nine and 10, respectively.

To clarify May 13 "Closed Circuit," **Rainbow Advertising Sales Co.** sells ad time for regional SportsChannel networks only. **Group W Sports Marketing** sells time for Prime Network affiliates only.

June 2-8—*Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

June 2-14— Summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

June 3—Radio Advertising Forum, "Hitting the Mark with Creative Radio," sponsored by *Association of National Advertisers* and *Radio Advertising Bureau*. Waldorf-Astoria, New York. Information: (212) 697-5950.

June 3-6—Fifth international broadcast news workshop, hosted by *North American National Broadcasters Association*. Harbour Castle Westin Hotel, Toronto. Information: (613) 738-6553.

June 4—*Society of Professional Journalists, Washington chapter*, annual Dateline Awards dinner. National Press Club, Washington. Information: Julie Asher, (202) 541-3266.

June 4-11—TV comedy writing workshop, sponsored by *Institute for Television and Film Writing*. College Park, Md. Information: (301) 405-6263.

June 5—Broadcasting/Cable Interface V, telecommunications policy seminar sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. ANA Hotel, operated by Westin Hotels and Resorts, Washington. Information: Patricia Vance, (202) 659-2340.

June 5—*Illinois Broadcasters Association/Wisconsin Broadcasters Association* joint TV sales conference. Clocktower Inn, Rockford, Ill. Information: (217) 753-2636.

June 5—"The Path to Parity: A Look Back at the 1990-91 Prime Time Season—and Forward to Next Season," speech by David Poltrack, senior vice president, planning and research, CBS/Broadcast Group, to drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

June 7—*USA Network* local ad sales seminar. Hyatt Regency at the State Capitol, Indianapolis. Information: (212) 408-9161.

June 7-8—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Casper, Wyo.

June 7-9—Tenth annual *Northern California Radio-Television News Directors Association* convention and awards ceremony, co-hosted by *region two of the National Radio-Television News Directors Association*. Doubletree at Fisherman's Wharf, Monterey, Calif. Information: (415) 561-8760.

June 7-11—*American Advertising Federation* national advertising conference, including presentation of National ADDY Awards. Theme: "Hit the High Notes." Opryland Hotel, Nashville. Information: (202) 898-0089.

June 8—*National Academy of Television Arts* Cleveland chapter Emmy Awards presentation. Stouffer Tower City Plaza, Cleveland. Information: Janice Giering, (216) 621-5925.

June 8—*National Academy of Television Arts and Sciences Washington chapter* Emmy Awards presentation. Sheraton Washington, Washington. Information: (202) 364-0383.

■ **June 8-10**—Showbiz Expo West, production industry exhibition for feature film, broadcast TV, cable, advertising and corporate video. Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

June 7-11—*American Advertising Federation* national advertising conference. Opryland, Nashville. Information: (202) 898-0089.

June 8-11—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

June 9-11—*New Jersey Broadcasters Association* annual convention. Sands Hotel, Atlantic City, N.J.

June 9-12—*Radio-Television News Directors Association/University of Missouri School of Journalism* management seminar for news directors. Participants include William Bolster, president, Multimedia Broadcasting, and Neil Derrough, president, KNSD-TV. University of Missouri, Columbia, Mo. Information: (314) 882-4201.

June 9-12—*Canadian Cable Television Association* 34th annual convention and "cablexpo." Ottawa Congress Center, Ottawa, Ontario. Information: Christiane Thompson, (613) 232-2631.

June 12-15—*NBC* marketing conference. Marriott Inner Harbor, Baltimore.

June 13-14—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

June 13-15—*Radio-Television News Directors Association* Canada annual convention. Montreal. Information: George Clark, (519) 686-8841.

June 13-16—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

June 13-18—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: 41-21-963 32 20/963 12 12.

June 14—Presentation ceremonies of *The New York Festivals*. New York Hilton, New York. Information: (914) 238-4481.

June 9-14—International Symposium on the Media, Protest and Political Violence. Jerusalem. Information: (972 2) 667402.

June 9-15—*National Association of Broadcasters* executive management development seminar, "mini-MBA" program taught by professors in Notre Dame's College of Business Administration. University of Notre Dame, South Bend, Ind. Information: (202) 429-5402.

June 11—*Broadcast Capital Fund* second annual awards scholarship dinner. Mayflower Hotel, Washington. Information: (202) 429-5350.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/6	ABC 11.3 / 18			MACGYVER (50) [10.2 / 17] 10.1 / 17	10.4 / 17	ABC MONDAY NIGHT MOVIE—COCKTAIL (32) [11.8 / 18] 10.6 / 16	11.4 / 17	12.4 / 20	12.7 / 21
	CBS 13.8 / 22			EVENING (20) SHADE 13.3 / 22	MAJOR (11) DAD 13.9 / 22	MURPHY (6) BROWN 15.5 / 24	DESIGNING (7) WMN. 15.4 / 23	N. EXPOSURE (29) [12.4 / 20] 12.8 / 20	12.0 / 20
	NBC 15.6 / 25			FRESH (26) PRINCE12.8 / 22	AMEN SP. (32) 11.8 / 19	NBC MONDAY NIGHT MOVIE—CRY IN THE WILD (1) [17.2 / 27] 15.6 / 24	16.6 / 25	17.9 / 28	18.5 / 31
	FOX 8.4 / 13			FOX NIGHT AT THE MOVIES—THE HAUNTED (58) [8.4 / 13] 7.7 / 13	8.6 / 14	8.7 / 13	8.5 / 13		
TUESDAY 5/7	ABC 12.4 / 21			WHO'S THE (43) BOSS 11.0 / 20	BABY (45) TALK 10.9 / 18	ROSEANNE (2) 16.9 / 27	STAT (15) 13.6 / 21	THIRTYSOMETHING (42) [11.1 / 19] 11.2 / 18	11.0 / 19
	CBS 12.3 / 21			RESCUE 911 (18) [13.5 / 24] 12.4 / 22	14.6 / 25	CBS TUESDAY NIGHT MOVIE— SOME. THEY COME BACK (35) [11.7 / 19] 11.2 / 18	11.4 / 18	12.0 / 19	12.0 / 21
	NBC 11.6 / 19			IN THE HEAT OF THE NIGHT (31)[12.0 / 20] 10.5 / 19	11.3 / 19	12.7 / 20	13.5 / 21	MIDNIGHT CALLER (48) [10.8 / 18] 10.9 / 18	10.7 / 19
WEDNESDAY 5/8	ABC 10.2 / 18			WONDER (39) YEARS 11.3 / 21	GROWING (43) PAINS 11.0 / 19	DOOGIE (32) M.D. 11.8 / 19	ANYTHING (53) B. LOVE 9.5 / 15	AMER. DETECTIVES* (56) [8.9 / 16] 8.9 / 15	9.0 / 17
	CBS 10.3 / 18			BUGS BUN. (71) MOM. 6.8 / 12	GARFIELD (66) LIFE [7.3 / 13]	JAKE AND FAT MAN (39) [11.3 / 18] 10.6 / 17	11.9 / 19	48 HOURS (28) [12.6 / 23] 12.6 / 22	12.6 / 23
	NBC 13.3 / 23			UNSLVD. MYSTERIES (4) [16.2 / 29] 15.4 / 28	17.0 / 29	NIGHT (15) COURT 13.6 / 22	DEAR (35) JOHN 11.7 / 19	QUANTUM LEAP (45) [10.9 / 19] 11.0 / 19	10.8 / 20
THURSDAY 5/9	ABC 8.2 / 14			FATHER DOWLING MYSTERIES (58) [8.4 / 14] 7.8 / 14	8.5 / 15	8.9 / 14	8.7 / 14	PRIMETIME LIVE (64) [7.9 / 13] 8.2 / 13	7.6 / 13
	CBS 12.5 / 25			TOP COPS (55) [9.0 / 16] 8.3 / 15	9.8 / 17	KNOTS LANDING (10) [14.2 / 23] 12.1 / 19	13.4 / 21	15.5 / 25	15.8 / 27
	NBC 15.4 / 26			COSBY (26) 12.8 / 23	DIFFERENT (9) WORLD 14.4 / 25	CHEERS (3) [16.6 / 26] 16.0 / 26	17.2 / 27	L.A. LAW (5) [16.1 / 27] 15.8 / 25	16.3 / 28
	FOX 9.6 / 16			SIMPSONS (23) 12.9 / 23	BABES (68) 7.2 / 12	BEVERLY HILLS, 90210 (54) [9.2 / 15] 9.1 / 15	9.4 / 15		
FRIDAY 5/10	ABC 13.2 / 25			FULL (23) HOUSE 12.9 / 27	DINOSAURS(13) 13.7 / 27	FAMILY (12) MAT. 13.8 / 26	PERFECT (38) STRAN. 11.6 / 21	20/20 (15) [13.6 / 25] 13.8 / 24	13.3 / 24
	CBS 9.1 / 17			GUNS OF PARADISE (73) [6.2 / 13] 6.0 / 13	6.5 / 13	CBS SPECIAL MOVIE—BIG BUSINESS (49) [10.6 / 19] 9.1 / 17	10.5 / 19	11.5 / 20	11.4 / 21
	NBC 7.4 / 14			MATLOCK SP. (66) [7.3 / 15] 6.9 / 15	7.6 / 15	MIDNIGHT CALLER (65) [7.4 / 14] 6.7 / 13	7.3 / 13	7.7 / 14	8.0 / 15
	FOX 4.2 / 8			AMR'S MOST WANTED (77) [5.3 / 11] 5.1 / 11	5.4 / 11	DEA: SP TASK FORCE (85) [3.1 / 6] 3.2 / 6	3.1 / 6		
SATURDAY 5/11	ABC 7.3 / 15			YOUNG RIDERS (75) [5.4 / 12] 5.3 / 12	5.5 / 12	ABC SATURDAY NIGHT MOVIE—COMMANDO (61) [8.2 / 16] 5.9 / 12	7.7 / 15	9.4 / 19	10.0 / 21
	CBS 8.0 / 17			CBS SATURDAY NIGHT MOVIE—UNCLE BUCK (57) [8.6 / 18] 6.8 / 16	8.4 / 18	9.7 / 19	9.3 / 18	FLASH (71) [6.8 / 14] 6.5 / 13	7.0 / 14
	NBC 10.7 / 22			AMEN (60) 8.3 / 19	DOWN (61) HOME 8.2 / 18	GOLDEN (29) GIRLS 12.4 / 25	EMPTY (22) NEST 13.1 / 25	SISTERS * (41) [11.2 / 23] 11.5 / 23	11.0 / 23
	FOX 4.3 / 9			TOTALLY HI[illegible] VIDEO (84) [3.7 / 8] 3.5 / 8	3.8 / 8	COPS (79) 4.9 / 10	COPS 2 (78) 5.0 / 10		
SUNDAY 5/12	ABC 10.9 / 21	WLD. OF DIS. (70) [6.9 / 16] 6.2 / 15	7.6 / 16	AMR. FUN (23) VIDEO 12.9 / 25	AMR. FUN (13) PLP. 13.7 / 25	ABC MINI SERIES—AN INCONVENIENTE WOMAN (35) [11.7 / 21] 11.5 / 20	11.6 / 20	12.0 / 21	11.7 / 21
	CBS 11.6 / 22	60 MINUTES (19) [13.4 / 31] 12.1 / 29	14.6 / 32	MURDER SHE WRT. (21) [13.2 / 25] 12.8 / 25	13.7 / 25	CBS SUNDAY MOVIE—MS. LAMBERT REMEMBERS LOVE (51) [9.9 / 17] 9.8 / 17	9.8 / 17	10.0 / 17	9.8 / 18
	NBC 9.8 / 19	BLCK JACK SAV. (80) [4.8 / 11] 4.9 / 12	4.8 / 10	EXPOSE (82) 4.5 / 9	REAL LIFE (74) [illegible] 5.7 / 11	NBC SUNDAY NIGHT MOVIE—IN THE LINE OF DUTY (8) [14.7 / 26] 12.4 / 22	15.0 / 26	15.6 / 27	15.7 / 29
	FOX 7.0 / 13	TRUE CLR. (83) 4.3 / 10	P. LEWIS (80) 4.8 / 10	IN LIVING (52) COLOR 9.6 / 19	GET A LIFE (68) 7.2 / 13	MRD. WITH (45) CHILD. 10.9 / 19	TOP OF (63) HEAP 8.1 / 14	SUNDAY COMICS (75) [5.4 / 10] 5.6 / 10	5.1 / 9

WEEKLY PRIME TIME AVERAGE	ABC 10.5 / 19	CBS 11.1 / 20	NBC 11.9 / 21	FOX 6.7 / 12
SEASON PRIME TIME AVERAGE	ABC 12.3 / 21	CBS 12.2 / 20	NBC 12.6 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

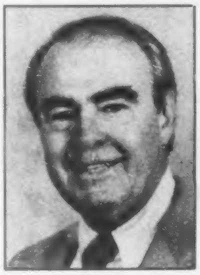
NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

FIRMS TRY TO IMPROVE HISPANIC MEASUREMENT

Primary language, family size, other cultural elements play major role in challenge of measuring highly varied Hispanic population

Livek

Berman


Tobin

Therrien

PERSONS USING RADIO BREAKDOWN

Market	*Total*	*Hispanic*
Los Angeles	**18.3%**	**20.4%**
New York	**19.4**	**21.2**
Miami	**19.9**	**22.6**
San Francisco	**17.0**	**17.8**
Chicago	**18.8**	**19.7**
San Antonio	**18.3**	**19.3**
Houston	**18.1**	**18.0**
McAllen-Brownsville	**18.9**	**19.8**
Anaheim-Santa Ana	**17.4**	**19.3**
San Diego	**17.2**	**17.0**
El Paso	**18.6**	**19.6**
Dallas	**17.8**	**18.0**
San Jose	**16.8**	**17.9**
Phoenix	**17.2**	**18.2**
Rivrsde-San Brdno	**18.1**	**18.9**
Albuquerque	**18.1**	**19.7**
Fresno	**17.5**	**19.3**
Corpus Christi	**18.1**	**19.4**
Sacramento	**16.6**	**16.7**
Austin	**16.9**	**18.7**

Source: Katz Hispanic Radio Research, Arbitron Ethnic Composition Spring '89-Winter '90. Numbers represent percentages of listeners in market by average quarter hour. For example, in Los Angeles, 18.3% of total market is using radio in any given 15 minutes, while 20.4% of Hispanics in market are tuned in at same time.

As the U.S. Hispanic market continues to grow, research companies increasingly are encountering a wide range of challenges in adequately measuring radio listening levels—and other consumer patterns—within this highly varied population segment.

These challenges include expanded, multi-generational families, transient family members who do not permanently live within a particular household, country of origin, immigration status of some of those members, the primary language spoken by family members, sexist attitudes within the family, lack of telephones within the household, wariness of the postal system and a cautious attitude toward any stranger prying into their business.

Bill Livek, president of Birch/Scarborough/VNU in Coral Springs, Fla., said that these cultural elements distill down to two basic measurement challenges: dealing with a large, variable household size and Spanish Americans who don't understand the survey process in the U.S. "These individuals are producers and consumers, but they don't understand what we Americans do with the survey. They're uncomfortable with being involved. So one of our goals is to figure out how you measure that much larger household, and how you contend with the primary Spanish speaking American from a measurement basis." Livek admitted that "thus far this large segment has been underrepresented in every survey, whether done by Arbitron or by us."

Gary Berman, president of Market Segment Research, Coral Gables, Fla., concurs that primary language and level of acculturation play a vital role in the attitudes and behaviors of the Hispanic consumer. For a variety of economic, political and social reasons, Hispanic immigration is going to accelerate, he said. "It's only a two-and-a-half hour flight to Mexico, and we have an abundance of Spanish-language radio, television and print," he said. "The continuing immigration of Hispanics is only going to refuel the use of the Spanish language media."

Because of the protective attitude within many Hispanic households, reaching the "hidden respondents"—transient family members, primary Spanish-speakers or women—can pose a problem. "Some [potential respondents] are masked from research because the people didn't think researchers were interested in them," Livek said. "Because these people were excluded, reported radio listening was demonstrably different from the rest of the Spanish population. Most of their listening was to Spanish language radio stations."

To maximize its diary survey methodology, Arbitron incorporates a differential survey treatment (DST) that uses bilingual diary placement interviewers, an enhanced ($2) premium sent with each bilingual diary, an additional $2 premium mailed with a follow-up letter and three bilingual follow-up phone calls.

Jay Guyther, Arbitron vice president/sales and marketing, radio station services, said Arbitron tracks its Hispanic measurement performance through its proportionality index: what percent of the population is Hispanic, versus what percentage of in-tab diaries is Hispanic. "In the past two years our Hispanic index has been very close to the 100% mark, which is the result of three years' enhancement and improvements." Some of these improvements have included listing the Spanish directions first in the bilingual diaries and printing envelopes in both languages, using DST specialists who are especially good at soliciting Spanish consent and return, and conducting the primary interview in the language in which the household answers.

Guyther said Arbitron does not ask respondents a Spanish language question, "because we've never tested it, and I'm not sure what you'd do with the information once you got it." Instead, Arbitron identifies households by Hispanics, then reports listening by Hispanics, which can be broken out in the Hispanic market reports.

While Arbitron's Hispanic proportionality index has risen, it covers up what Janet Therrien, director of research at Katz Hispanic Radio, says is a "very real issue": the effective sample size that is representative of the Hispanic radio listener. Therrien points to Chicago, where in its fall 1990 book, Arbitron reported an Hispanic in-tab index of 102, representing 328 respondents. "Is a sample size of 328 enough to properly measure the Hispanic population of 645,000 people...while in Las Vegas [which has a population close to 645,000] Arbitron requires 960 in-tab diaries to measure the market?" she asked.

Sample size and in-tab diaries aren't as important as drawing the sample from a fair representation of the market's Hispanic population, or weighting it to reflect that market's Hispanic composition, Therrien added.

"Every market has a different level of language groups, depending on such factors as immigration and country of origin," she said. Houston has had a huge influx of immigrants in the last 10 years, and the percentage speaking only Spanish would be very high right now. San Antonio, which has 13-generation Hispanics, hasn't had a lot of new immigrant growth, so there would be more bilingualism."

Primary-language weighting introduced by Birch in its summer 1990 survey resulted in Spanish-language format shares 14% higher than in previous reports that were based on "high density Hispanic areas/nonhigh density Hispanic areas." Currently Birch is working on a study that is structured to reach every 12-plus member of target Hispanic households.

"The language question is key to drawing your sample," Therrien said. "If all Hispanics in a market spoke English, then language would not be a criteria. But no market is built like that." She suggested that Arbitron might do well to test primary language to at least determine what percent of the diaries were being sent to Spanish-dominant versus English-dominant Hispanics. "Even if they weren't to use it in any methodology or weighting change, at least it would show how their sample breaks out," she said.

Strategy Research in Coral Springs, Fla., already established in quantitative research in Hispanic television, is developing a radio survey that will incorporate day-after recall, personal face-to-face in-home interview, a methodology which Richard Tobin, president, Strategy Research, said is consistent with the Spanish culture.

"Many researchers don't understand the formality of the Hispanic culture, which basically is very formal and cautious," Tobin said. "In the U.S. we are very free, very well-protected and we've built a lot of security into our environment. In Latin America the historical class cultural connotations are more alive than in an open, free society." This formality leads to a suspicion of the telephone and the postal system, Tobin said. —REB

HISPANIC REPS: 'MARKETING IN THE TRUEST SENSE'

Radio reps take on role of full service sales agent, creative director, teacher, to attract advertisers to Hispanic marketplace

The role of the Hispanic radio rep is anything but a desk job. The Hispanic rep is out hitting the streets, working his or her way from one agency or advertiser to the next, selling the finer aspects of the Hispanic marketplace. The unfortunate reason for this: despite a new, growing awareness of the Hispanic consumer's buying power and product loyalty, many advertisers and agencies still are wary of entering this largely undefined marketing territory. As a result, the rep becomes sales agent, teacher, consultant and copywriter to attract advertisers.

While some Hispanic buys are made by general market reps who buy deep enough in highly populated Hispanic markets such as Miami, San Antonio, and McAllen-Brownsville, Tex., most national Hispanic spot business—which totalled $56 million in 1990, according to *Hispanic Business* magazine—is billed by Hispanic agencies specifically targeting the Spanish radio audience through the Hispanic rep firm. While these accounts hardly are taken for granted, those general market clients that have yet to enter the market are considered the hard sell.

That's where the Hispanic radio rep comes into play. "Our primary objective is to get advertisers to use Spanish radio," said Rick Kraushaar, president of Lotus Hispanic Reps, New York. "The Hispanic rep makes a lot of direct calls at the client level, whereas Anglo reps generally work only with the media buyers. We have to go beyond the media buyer to get to the client, with the best wishes of the agency. It's much more a conceptual sell as opposed to buying strictly by the numbers, as happens in general market radio."

President George Bush met with Eduardo Caballero and leaders of the Spanish media last month to discuss the concerns of the Hispanic community in the U.S.

The aggressive Hispanic rep firm needs to balance the "art" and "science" of the Hispanic marketplace, said Gene Bryan, vice president/national sales manager of Katz Hispanic Radio Sales in New York. "We have to go out and 'concept sell' the advertiser on the reasons for being in the Hispanic market, while at the same time substantiating our claims with quantitative and qualitative information," he said. "We have to position the reasons the advertiser should be in a particular market, why he should be included in the marketing plan and what media to use, so he can make a wise decision to be in the market."

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WPTF-TV Durham, N.C. □ Sold by Durham Corp. to F.S.F. Acquisition Corp. for $3 million cash and 835,000 shares of stock, currently trading at about $33 per share. Sale transfer includes WMXF-AM-FM Laurinburg and WPTF(AM)-WQDR(FM) Raleigh, both North Carolina. Concurrent with and as part of consummation of transfer, F.S.F. Acquisition will cause licensee Durham Life Broadcasting to assign WPTF(AM) to First State Communications Inc. and WQDR(FM) Raleigh and WMXF-AM-FM Laurinburg to new wholly owned subsidiary Carolina Media Group Inc. Durham Life Broadcasting will then transfer all its shares in Carolina Media Group to Donald W. Curtis in exchange for Curtis's shares in F.S.F. Acquisition. **Seller** is headed by F.P. Coley. Curtis also has interests in Great American Media Inc., licensee of WTAB(AM)-WYNA(FM) Tabor City; WCPS(AM) Tarboro; WGBR(AM)-WKTC(FM) Goldsboro, and WBBB(AM)-WPCM(FM) Burlington, all North Carolina. **Buyer** is headed by F.S.F. Acquisition Corp. (100% VS), B.W. Landstreet III, B.W. Landstreet IV and Sara Camden B. Holdges. WPTF-TV is NBC affiliate on ch. 39 with 5000 kw visual, 250 kw aural.

KLRT(TV) Little Rock, Ark. □ Sold by Little Rock Communications Association to Clear Channel Television of Little Rock for $6.6 million cash. **Seller** is headed by Gary Scollard, and has no other broadcast interests. **Buyer** is headed by L. Lowry Mays and J. Daniel Sullivan and is subsidiary of Clear Channel Communications Inc., licensee of WOAI(AM)-KAJA(FM) San Antonio, KPEZ(FM) Austin, KALO(AM)-KHYS(FM) Port Arthur, KTAM(AM)-KORA-FM Bryan, all Texas; KAKC(AM)-KMOD-FM Tulsa and KTOK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, Conn.; WQUE-AM-FM New Orleans and WHAS(AM)-WAMZ(FM) Louisville, Ky. Clear Channel owns 100% stock of Clear Channel Television Inc., licensee of WPMI-TV Mobile, Ala.; KTTU-TV Tucson, Ariz.; WAWS(TV) Jacksonville, Fla.; KOKI-TV Tulsa, Okla.; KSAS-TV Wichita and KAAS-TV Salina, both Kansas. KLRT is Fox affiliate on ch. 16 with 5000 kw vis., 500 kw aur. and antenna 1,768 feet.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$250,801** □ **5**

FM's □ **$2,710,500** □ **6**

AM-FM's □ **$151,000** □ **3**

TV's □ **$37,155,000** □ **2**

Total □ **$40,267,301** □ **16**

Year to Date:

AM's □ **$28,679,047** □ **92**

FM's □ **$74,652,705** □ **96**

AM-FM's □ **$117,689,408** □ **78**

TV's □ **$246,549,000** □ **33**

Total □ **$467,570,160** □ **299**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KWFS(FM) Wichita Falls, Tex. □ Sold by RadioSunGroup of Texas Inc. to American General Media-Lubbock Inc. for $1.2 million. Price includes $786,704 cash and $413,296 note at 10%. **Seller** is headed by Frank A. Woods, and is licensee of KYKX(FM) Longview and KEAN-AM-FM Abilene, both Texas. It is subsidiary of Sun Group Inc., ultimate licensee of KESY-AM-FM Omaha; WKXX(FM) Birmingham, Ala.; KKSS(FM) Santa Fe, N.M.; KKYS(FM) Bryan and WACO-AM-FM Waco (49%), both Texas; KMJJ-FM Shreveport, La.; WOWW(FM) Pensacola and WGNE-FM Daytona Beach (49%), both Florida. **Buyer** is headed by Anthony S. Brandon (50%) and L. Rogers Brandon (50%). Anthony Brandon and L. Rogers Brandon are 66.6% owner and director, respectively, of American General Media Corp., licensee of KERN-AM-FM Bakersfield, Calif.; WWWG(AM) Rochester, N.Y.; KLLF(AM) Wichita Falls, Tex. and WWTN(FM) Manchester, Tenn. Anthony Brandon and L. Rogers Brandon are also each 50% owners of American General Media Texas, licensee of KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California; WYDE(AM) Birmingham, Ala., and KKCL(FM) Lorenzo, Tex. KWFS has CHR format on 103.3 mhz with 100 kw and antenna 449 feet.

WDLT(FM) Chickasaw (Mobile), Ala. □ Sold by JAB Broadcasting Inc. to Bay Lakes Broadcasting Inc. for $879,000. Price includes $344,000 cash at closing; $20,000 escrow deposit, $361,804 promissory note and $153,196 eight-year promissory note at 8%. **Seller** is headed by J. Alex Bowab and has no other broadcast interests. **Buyer** is headed by James H. Faulkner (51%) and William H. Phillips (49%), and are each stockholders and officers of Bay Lakes Broadcasting Inc., licensee of WMMV(FM) Bay Minette, Ala. WDLT has adult contemporary format on 98.3 mhz with 3 kw and antenna 300 feet.

Done Deals!

Last year MVP sold more radio and TV stations than any other firm.*

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*Source:
Paul Kagan Associates, Inc.

KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California; WYDE(AM) Birmingham, AL, and KKCL(FM) Lorenzo, TX. Filed April 18.

■ **KLLB(AM) West Jordan, UT** (BAL910501EA; 1510 khz; 10 kw-D)—Seeks assignment of license from Western Broadcasting Inc. to United Security Financial Inc. for $180,001. Seller is headed by Carole R. and John H. Hinton, husband and wife, and has no other broadcast interests. Buyer is headed by Rosemary Cosby, and has no other broadcast interests. Filed May 1.

■ **WZKM(FM) Montgomery, WV** (BAPH910424HU; 93.3 mhz; .4 kw; ant. 218 ft.)—Seeks assignment of CP from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for $101,500. Seller is headed by Arthur Clark and has no other broadcast interests. Buyer is headed by Vivian Jean Brown and C. Farrell Johnson (100%) and is licensee of WVAR(AM) Richwood and WCWV(FM) Summersville, WV. Filed April 24.

Actions

■ **KLKY(AM) Prescott Valley, AZ** (BAL910319EA; 1130 khz; 1 kw-D)—Granted assignment of license from Lucky Communications Inc., debtor-in-possession, to Oasis International Communications for $70,500. Seller is headed by R. David Carson, Clifton W. Glasgow, John C. King, Don Aldridge and Justin Hathaway, and has no other broadcast interests. Buyer is headed by Horizon Christian Fellowship (100% O) and Michael MacIntosh, and has no other broadcast interests. Action April 29.

■ **KJDE(FM) Sand Point, ID** (BAPH910305GN; 102.5 mhz; 3 kw; ant. 177 ft.)—Granted assignment of CP from Joseph Donald Powers to Kennedy Broadcasting Inc. for $2,000. Seller is headed by Joseph Donald Powers, and has interests in WREY(AM) Millville and WIBG(AM) Ocean City, both New Jersey. Buyer is headed by Kennedy Broadcasting Inc., general partner of Avis Broadcasting Ltd., licensee of WHUM-FM Avis, PA, and general partner of Kennedy Broadcasting Ltd., licensee of WBRX(FM) Patton, PA. Action April 23.

■ **WKIT-AM-FM Brewer, ME** (AM: BAL910314HA; 1200 khz; 10 kw-U; FM: BALH910314HB; 100.3 mhz; 16 kw; ant. 882 ft.)—Granted assignment of license from Sunspot Broadcasting Co. Inc., debtor in possession, to H&L Broadcasting Inc. for $293,000. Seller is headed by John J. Pineau, who is 50% shareholder of Airborne Broadcasting Co. Inc., licensee of WXGL-FM Lewiston, ME. Buyer is headed by Eric D. Hake (50%) and Raymond H. Lynch (50%), and has no other broadcast interests. Action May 1.

■ **WXXV-TV Gulfport, MS** (BALCT910312KF; ch. 25; 2,240 kw-V; 224 kw-A; ant. 1,780 ft.)—Granted assignment of license from AmSouth Realty Inc. to Prime Cities Broadcasters Corp. of Mississippi for $3.2 million. Seller is headed by John W. McRoberts, and is subsidiary of guarantor AmSouth Bank N.A. McRoberts is vice president of Star Cablevision Inc., operator of cable systems at Brunswick, GA. Buyer is headed by John B. Tupper 40%), Richard F. Shively (40%), Harry B. Smart (10%), Lawrence C. McQuade (5%), William L. Kepper (5%) and Jon J. Masters. Shively holds 63% interest in Shively Communications Inc., which holds controlling interest in North Platte Television Inc., licensee of KNOP-TV North Platte, NE. Action May 1.

■ **WUMI(FM) State College, MS** (BAPH901119GF; 104.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Marshall R. Magee to PDB Corp., State College for $4,000. Seller is headed by Marshall R. Magee and has no other broadcast interests. Buyer is headed by Donald B. Brady and has no other broadcast interests. Action April 29.

■ **KUUB-AM-FM Bozeman, MT** (AM: BAL910306EA; 1450 khz; 1 kw-U; FM: BALH910306EB; 95.1 mhz; 94 kw; ant. 781 ft.)—Granted assignment of license from CASI Broadcasting & Entertainment Enterprises Inc. to Gilbert Broadcasting Corp. of Montana for $829,000. Seller is owned by Bee Broadcasting Inc., headed by Benny Bee (95%). Buyer is headed by Bee (40%), Christopher T. Gilbert (5%), Joan H. Zabriskie, (5%), Harry B. Combs (30%), Virginia P. Combs (10%) and Benny L. Bee (10%). Bee Broadcasting, which is 100% stockholder of licensee, is also licensee of KBBZ(FM) Kalispell and KJJR(AM) Whitefish, both Montana. Action April 25.

■ **KVEG(AM) North Las Vegas, NV** (BAL910318EC; 840 khz; 50 kw-D, 25 kw-N)—Granted assignment of license from Bel Air Communications Ltd. to K-G Communications Inc. for $225,000. Seller is headed by Mark Stone and Richard Grisar. Buyer is headed by Grisar (13.675%) and Stone (13.675%), assignors; Jules Kutner (70%) and Steven A. Buchsbaum (2.65%), and has no other broadcast interests. Action April 29.

■ **WSQV(AM) Berwick, PA** (BAL910318EF; 1280 khz; 1 kw-D, 175 w-N)—Granted assignment of license from Heritage Bradcasting Inc. to M&M Broadcasting Inc. for $160,000. Seller is headed by Paul D. Grimes, and has no other broadcast interests. Buyer is headed by Charles J. Miller (15%), Denise M. Miller (15%), Joshua C. Miller (10%), Bob Moisey (40%), Jennifer Moisey (10%) and Jeff Moisey (10%). Bob Moisey is individual permittee of WZWB(FM) Berwick, PA. Action April 29.

■ **WGFX(FM) Gallatin, TN** (BALH910305GL; 104.5 mhz; 49 kw; ant. 1,312 ft.)—Granted assignment of license from Triangle Broadcasting Co. to HAPA Inc. for $3.5 million. Seller is headed by Kenneth S. Johnson, and is 55% owned by Capitol Broadcasting Corp., licensee of WCAW(AM)-WVAF(FM) Charleston, WV; WKSJ(AM) Pritchard, and WKSJ-FM Mobile, both Alabama, and WRKA(FM) St. Matthews, KY. Johnson is 100% shareholder of Johnson Broadcasting Co., 45% general partner of assignor. Buyer is headed by Victor Rumore and Della Rumore, husband and wife. Victor Rumore owns 50% interest as limited partner in RMF Broadcasting, licensee of KFRR(AM) Englewood, CO. Action April 23.

■ **WBBC-AM-FM Blackstone, VA** (AM: BAL900718EC; 1440 khz; 5 kw-D; FM: BALH900718ED; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Dismissed app. of assignment of license from Blackstone Communications Inc. to Central Virginia Communications Corp. for $250,000. Seller is headed by Michael C. and Robert Rau, brothers, and E.B. Crutchfield, and has no other broadcast interests. Buyer is headed by Gardner H. Altman Jr., who is 100% shareholder of Kat Broadcasting Corp., licensee of WDSC(AM)-WZNS(FM) Dillon, SC; WHCC(AM)-WQNS-FM Waynesville and WFLB-AM Fayetteville,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting May 27

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 35
NBC wins sweeps, network share holds its own; 'Crimetime' pays for CBS

RADIO / 41
Broadcasters still look for guidelines on indecency

CABLE / 44
Basic programers plot programing for 200-channel world

TECHNOLOGY / 60
Computer, telephone industries challenge FCC's HDTV policy

SIGNED

Kristian Alfonso, star of "Days Of Our Lives" and "Falcon Crest" has signed on to host television's hottest selling reality strip, "Love Stories!"

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On Over 100 Stations!

A Ralph Edwards
Stu Billett
Production

LOVE STORIES

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Vol. 120 No. 21 $2.50

Prime time plans for fall season unveiled

Broadcasting May 27

THIS WEEK

27 / IT'S OFFICIAL FOR FALL

The networks unveil their fall schedules, with Fox making the additional announcement that it will henceforth feature year-round series introductions and development, and will up its series orders from 22 to 30 or more in some cases. The move, says Fox, will give it earlier syndication opportunities and lower costs in bulkier buys for proven performers. New shows, however, may have less time to find an audience before getting the ax. ABC drops several dramas, adds reality series. NBC revamps Friday-Sunday, leaves rest of week essentially intact. CBS shoots for number one with half-hour comedies and return of Carol Burnett in hour show.

30 / CARNEGIE HALL CONCLAVE

The meeting of NBC affiliates in New York last week was surprisingly upbeat. Among the news there: *Tonight* is being delayed five minutes to allow local stations to expand their news, and the network is launching an anchored overnight news feed.

31 / EYE ON IMPROVEMENT

CBS affiliates meet in New York this week with no major network announcements expected. The focus will be on reviewing just-announced programing and promotion plans, and on mending fences damaged by a 20% compensation cut earlier this year.

At fall schedule unveiling, ABC's Bob Iger talks to "Full House" stars Mary Kate and Ashley Olsen (page 27)

32 / FOX CATCHES SALHANY

Syndication head at Paramount moves to Twentieth Television as chairman, overseeing domestic and international syndication and network and cable production.

33 / TECHNOLOGICAL KEY

President's Council on Competitiveness, chaired by Vice President Dan Quayle, is working on telecommunications policy white paper that will likely propose greater deregulation of broadcasting, cable and common carrier industries.

33 / SLOW SPOT

Spot TV remains weak and shows few signs of a quick recovery, according to best estimates.

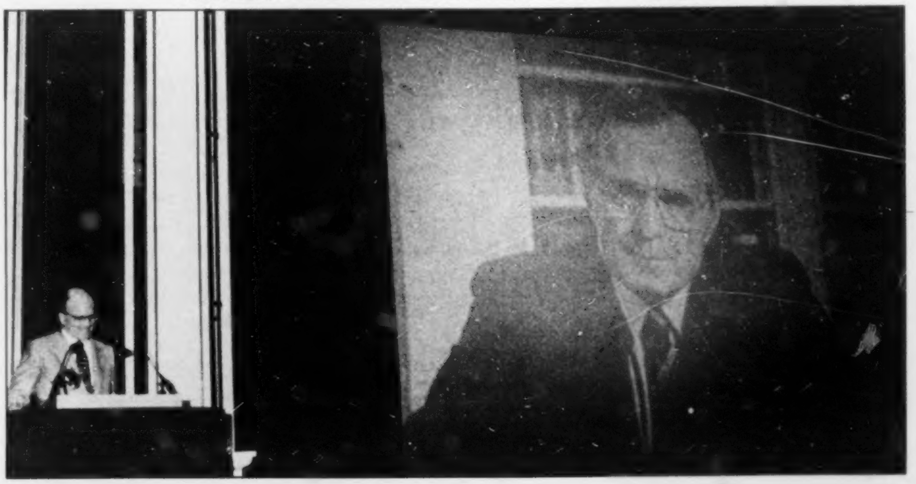
38 / "CRIMETIME" DOES PAY

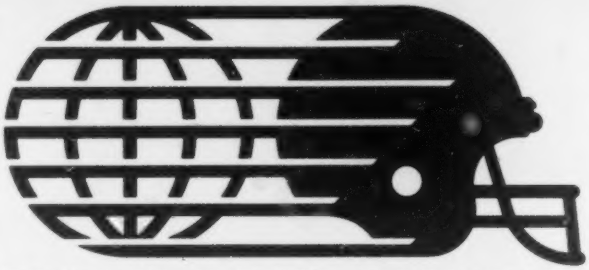
CBS is preparing fall additions and modifications to its late night mystery/adventure wheel, which the network says is drawing the younger demographic it was targeting.

39 / MORE DOWNS THAN UPS FOR WORLD LEAGUE

As the new football league winds up its first season, advertisers and rightsholders—ABC and USA Network—are disappointed with its ratings performance, below the 3-4 hoped for.

President Bush addresses NBC affiliates in New York (page 30)





World League of American Football wraps up its first season to less-than-great ratings (page 39)

41 / RADIO WANTS POST-BAN HELP

Broadcasters would like more explicit guidelines on what they can and cannot air in the wake of the Court of Appeals throwing out the FCC's 24-hour ban on indecent programing.

41 / 1990 NATIONAL SPOT POSTS 5% RISE

Advertiser group with the largest increase in radio spending last year was communications. Top five categories were food, automotive, travel and shipping, beer/wine/ale and consumer services.

42 / HIGH PRICE OF SUCCESS

While National Public Radio affiliates celebrate growing success of programing, they are under increasing pressure to find new ways to pay for it. American Public Radio plans to offer its affiliates more new, low-cost shows.

44 / 150-PLUS CHANNEL CHALLENGE

Basic networks are busy devising new program services to take advantage of the upcoming explosion of channels brought about by compression technology.

47 / TAKING CARE OF BUSINESS

Protracted battle for FNN ends with its sale to its chief competitor. The service signs off, then on again as CNBC/FNN Daytime.

49 / WORLD ON A WIRE

At a wireless cable seminar in Washington, three F's—fiber, financing and frequencies—are the topics of conversation as attendees pondered their prospects for securing a spot in the crowded media marketplace.

50 / HILL AND HSN

In response to push by Home Shopping Network to get must carry for its TV stations, Senate Communications Subcommittee Chairman Daniel Inouye raises question to FCC Chairman Al Sikes of whether HSN's stations are subject to public interest obligations.

51/ READY FOR A CHANGE

It looks as if the FCC is about to revise its rules authorizing satellite TV stations and set up criteria. It now rules on requests on a case-by-case basis.

52 / PATRICK TO TIME WARNER

Media company hires former FCC chairman to head a new subsidiary based in Washington to explore non-broadcast communications services.

53 / WHAT TO DO AT TVB?

BROADCASTING asked some Fifth Estaters their opinions on the budget and membership problems of the trade association.

55 / SMOOTHING OUT ROUGH EDGES

Cable network executives and media buyers are working together to improve relations between the two, which have been strained for some time. Media buyers have been frustrated in the past with the administrative practices at many cable networks. The Cabletelevision Advertising Bureau has formed a task force to develop new rules. With less money expected to be spent in this year's upfront, administrative procedures will take on even greater importance.

60 / HDTV DEBATE

In House hearings last week, computer and telephone industries challenge the FCC and its advisory committee for stressing development of broadcast high-definition television over a system geared to fiber optic transmission.

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62 / MEASURING MULTIPATH

San Francisco is the test site for measurements by the Institute for Telecommunications Sciences and NTIA to determine how multipath interference is likely to degrade simulcast HDTV signals.

79 / FCC'S POINT MAN

From working at a 500 w daytimer to a journalism student at the University of Missouri to general counsel at the FCC, Robert Pettit has had a longstanding interest in broadcasting. His former boss, former FCC Commissioner Mimi Dawson, gave this assessment: "The man never gave me a piece of bad advice."

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TOP OF THE WEEK

'NEW' IS THE WORD FOR THE NEW SEASON

In addition to major revamping by the big three, Fox will change its scheduling to feature year-round series introductions

Viewers can't seem to get enough lawyers and cops, and the networks have once again tapped those professions for program source material for the 1991-92 TV season. Several stand-up comics (including Tim Allen and Sam Kinison) have been cast as leads in new comedies, and several new sitcoms about working class families made it to the schedules.

The three networks ordered a total of 30 new shows covering 22 hours. Among returning shows, 14 of them will be in new time periods. NBC ordered nine new shows covering six hours and rearranged six returning shows. ABC ordered eight new shows covering five-and-a-half hours and shuffled shows. CBS ordered eight new shows for seven hours, rescheduling one returning show.

Fox goes to year-round rollout

And Fox, like the spunky child or loveable canine that actors are loath to be cast with, played the scene stealer last week, perhaps at the expense of overshadowing its own new programs. The company's top executives said that from now on, FBC will roll out new programs on a staggered basis throughout the broadcast year, instead of all at once in September as tradition has dictated. In January, the company will abandon Friday nights, the network's toughest night, competitively, and program Mondays with series and Wednesday with movies.

In a briefing last week, Fox executives said they concluded that part of network television's audience erosion problem is the fall rollout process, where viewers are bombarded with 30 or 40 new shows in the course of about three weeks. "Like lemmings, we went into this process when we joined the network club," said Barry Diller, chairman of 20th Century Fox Film Corp. "But it's crazy. You can't promote, you can't get any separation to let people know what you're doing. It makes utterly no sense."

Instead, Fox will launch new programs all year, at a rate of one or two per month. In addition, the network will also stagger the debuts of returning shows over the course of the year and plans to order 30 episodes or more of its better performing shows to provide more original programing throughout the year.

For example, *Married...with Children* and *In Living Color* each get 30-episode renewals this year. And the producers of *The Simpsons* (a Fox in-house project with Gracie Films) have a mandate to produce "as many new episodes as they can produce," said Diller.

"The economics of the business can only be balanced if the networks and producers string the bow more sensibly than in the past," said Diller. Under Fox's proposed plan, shows that work on the network would reach "syndicatability" in three years instead of the usual four. In return, Fox would have fresh programing year round. "If a show's working, we want to go all the way. If not, just get rid of it," said Diller, indicating that new shows will receive short initial orders.

Fox officials said they'd be spending a lot more on programing under the new plan, but declined to say how much more. They also said they expect to pay less per episode for larger orders, but would not say how much less.

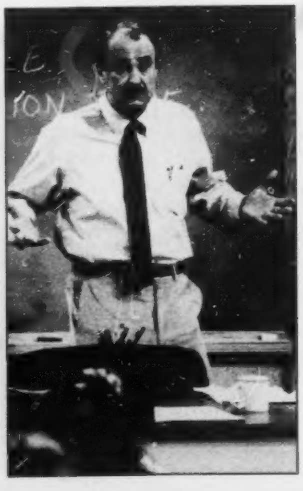
The proposed plan was well-received

ABC's 'Good and Evil'

CBS's 'Royal Family'

NBC's 'I'll Fly Away'

Fox's 'Shut Up, Kids'



in the industry, particularly by Fox affiliates, although some expressed skepticism as to whether the fledgling network could pull it off. "It wouldn't be the first time Fox's grand ambitions have exceeded their ability to execute," said one affiliate. "Last year they had a hard time just filling normal orders and coming up with replacement shows of any kind. Where's all the money going to come from for this expansion? Sure as hell not in the upfront market."

But others were more encouraged. "I think it makes tremendous sense," said Robert Gluck, general manager of Fox affiliate WTIC-TV Hartford, Conn. "It's an incredible opportunity for sampling. That's how we've made our living up to now, bringing fresh product to viewers when the networks are showing repeats."

Fox will roll out five new shows and 10 returning shows starting in July. Under Fox's new rollout plan, the new season and the 52-week broadcast year begin July 11, with the new-season debut of *Beverly Hills, 90210*, a leading show among teens and a show the network has high hopes for. "We're trying to order 40 episodes" for the new season, said Peter Chernin, president, Fox Entertainment group. The first new show will also debut in July: *Ultimate Challenge*, from TWI (*American Gladiators*), a reality show with daredevil sports events. *Roc*, a new sitcom from HBO Independent Productions, about a black working class family, debuts in August.

Two new shows will debut in September. *It's All in Your Head* is about a man named Herman and the characters in his brain that personify different emotions. Dabney Coleman returns to series television as a crotchety tax evader sentenced to teach the fourth grade in *Shut up, Kids*. In October Fox will launch *Bill and Ted's Excellent Adventures*, based on the movie and sequel, due out this summer. In January, the network has scheduled *Charlie Hoover*, with Tim Matheson and Sam Kinison, as a 40-year-old in a rut and his alter ego, respectively. *Get A Life* is also scheduled to return at that time.

Fox plans to debut shows year round. In the wings: 'Culture Clash.'

NBC revamps its weekend

NBC presented its new schedule last week at Carnegie Hall, as part of its annual affiliates meeting (see page 30). The network has left Monday through Thursday largely intact. But the weekend, Friday-Sunday, will undergo a major restructuring, with eight new shows being introduced on those three nights. In addition, two poorly rated reality shows introduced earlier this year will get a second chance—*Expose* and *Real Life with Jane Pauley* are being shifted to Friday, 8-9 p.m.

Monday remains the same, with *Fresh Prince*, *Blossom* and *Monday Night at the Movies*. A new hour-long show leads off Tuesday—*I'll Fly Away*, with Sam Waterson as a prosecuting attorney in a small southern city in the late 1950's. *In the Heat of the Night* returns at 9, followed by *Law and Order* at 10.

Wednesday sees the return of *Unsolved Mysteries*, *Night Court*, *Seinfeld* (in a new time) and *Quantum Leap*. Thursday remains intact as well: *Cosby*, *A Different World*, *Cheers*, *Wings* and *L.A. Law*.

Two new shows for Friday: a comedy, *Flesh and Blood*, will lead out of *Dear John* at 9:30 p.m. From Paramount (Charles-Burrows-Charles), it stars Lisa Darr as a Baltimore assistant district attorney and David Keith, who claims to be her long-lost brother. At 10 p.m. there's a new hour, *Reasonable Doubts*, based in Chicago with Marlee Matlin as an assistant DA and Mark Harmon as a police investigator.

Golden Girls returns to lead off Saturday, followed by the new comedy, *The Torkelsons*, about a level-headed teenager and her wacky (and dirt-poor) Oklahoma family. *Empty Nest* airs at 9, followed by *Nurses*, about a group of five nurses, including one male nurse. *Sisters* returns at 10 p.m.

Sunday leads off with a new "reality based comedy," *The Adventures of Mark and Brian*, about two real Los Angeles DJ's. *Eerie Indiana* follows at 7:30 p.m., about a 13-year-old whose active imagination turns everyday occurrences into live nightmares. James Garner returns to series television at 8 p.m. in *Man of the People* (from NBC Productions), playing a crusty con-artist named to fill the seat on the city council previously held by his late ex-wife. Robert Guillaume returns at 8:30 in *Pacific Station*, about a Venice, Calif.-based detective. *Sunday Night at the Movies* returns at 9-11.

Matlock is off the starting schedule, but will return mid-season, NBC said. *Amen* and *Down Home* are in discussion for possible mid-season returns.

ABC reorders its week

ABC is making major changes (*thirtysomething*, *China Beach* and *Twin Peaks* are canceled) on all nights but Sunday and Monday, which remain intact. Wednesday becomes an all-sitcom night, while Thursday is anchored by a two-hour reality block.

Roseanne will continue to anchor a madeover Tuesday night at 9 p.m. Leading off the night is *Full House* at 8 p.m., which moves from Friday nights. At 8:30 p.m. a new comedy debuts, *Home Improvement*, starring Tim Allen as the host of a home improvement show. *Coach* returns to Tuesday night at 9:30. At 10, a new drama debuts, *Homefront*, about returning World War II GI's and the lives they create for themselves after the war.

All-comedy Wednesday leads off with *Dinosaurs*, which has done well in the ratings since debuting this spring. *Wonder Years* slips into a new time period at 8:30, followed by *Doogie Howser* at 9 p.m. *Anything But Love* returns at 9:30. Two new comedies round out the night: *Grownups*, from Jim Brooks, debuts at 10. It follows the lives of three sisters and stars Marsha Mason. The night wraps up with *Good and Evil*, about two

COMING UP FOR FALL: THE PRIME TIME SCH[illegible]ULE

KEY TO PRODUCERS

Companies are ranked in descending order according to the number of shows produced. Numbers in parentheses indicate the number of shows/total hours. Show totals include programs produced in association with independents.

1. Disney (11/6)
2. Lorimar (10/8)
3. Paramount (7/4)
4. Columbia (7/3.5)
5. Universal (6/3.5)
6. 20th Television (6/3.5)
7. Warner Bros. (4/2.5)
8. CBS News (3/2.5)
9. ABC Prods. (3/2)
10. ABC News (2/2)
11. MGM/UA (2/2)
12. Cosgrove/Meurer (2/1.5)
13. STF (2/1.5)
14. Carsey-Werner (2/1)
15. NBC Prods. (2/1)
16. New World (2/1)
17. NBC News (2/1)
18. ABC Sports (1/2)
19. Stephen J. Cannell (1/1)
20. CBS Entertainment (1/1)
21. Viacom (1/1)
22. Finnegan-Pinchuk (1/1)
23. Grosso-Jacobson (1/1)
24. Rosenzweig Co. (1/1)
25. Barbour-Langley (1/1)
26. Aaron Spelling (1/1)
27. TWI Productions (1/1)
28. Castle Rock (1/.5)
29. Steven Bochco (1/.5)
30. HBO Prods. (1/.5)
31. Orion (1/.5)
32. Vin DiBona (1/.5)
33. The Arthur Co. (1/.5)

		8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:0[illegible]	10:30 PM
MONDAY	ABC	MACGYVER 3		ABC'S NFL MONDAY NIGHT FOO[illegible] 18			
	CBS	EVENING SHADE 20	MAJOR DAD 5	MURPHY BROWN 7	DESIGNING WOMEN 4	NORTHERN EXPOSURE 22	
	NBC	FRESH PRINCE OF BEL AIR 15	BLOSSOM 1	NBC MONDAY NIGHT AT THE MOVIES			
	FOX	FOX NIGHT AT THE MOVIES					
TUESDAY	ABC	FULL HOUSE † 2	HOME * IMPROVEMENT 1	ROSEANNE 14	COACH 5	HOMEFRONT * 2	
	CBS	RESCUE 911 20		CBS TUESDAY MOVIE			
	NBC	I'LL FLY AWAY * 2		IN THE HEAT OF THE NIGHT 11		LAW AND ORDER 5	
WEDNESDAY	ABC	DINOSAURS † 1	WONDER YEARS † 16	DOOGIE HOWSER, M.D. 29	ANYTHING BUT LOVE 6	GROWNUPS * 4	GOOD AND EVIL * 1
	CBS	THE ROYAL FAMILY * 5	TEECH * 4	JAKE AN[illegible]HE FATMAN 21		48 HOURS 8	
	NBC	UNSOLVED MYSTERIES 12		NIGHT COURT 7	SEINFELD † 28	QUANTUM LEAP 5	
THURSDAY	ABC	BIRD AND KATT * 2		FBI: THE UNTOLD STORIES * 33	AMERICAN DETECTIVE 9	PRIMETIME LIVE 10	
	CBS	TOP COPS 23		THE TRIALS OF ROSIE O'NEILL † 24		KNOTS LANDING 2	
	NBC	THE COSBY SHOW 14	A DIFFERENT WORLD 14	CHEERS 3	WINGS 3	L.A. LAW 6	
	FOX	SIMPSONS 6	SHUT UP, KIDS* 6	BEVERLY HILLS, 90210 26			
FRIDAY	ABC	FAMILY MATTERS † 2	STEP BY STEP * 2	PERFECT STRANGERS 2	BABY TALK 4	20/20 10	
	CBS	PRINCESSES * 5	BROOKLYN BRIDGE * 3	THE CAROL BURNETT SHOW * 1		PALACE GUARD * 19	
	NBC	REAL LIFE WITH JANE PAULEY † 17	EXPOSE † 17	DEAR JOHN † 3	FLESH 'N' BLOOD 3	REASONABLE DOUBTS * 2	
	FOX	AMERICA'S MOST WANTED 13		THE ULTIMATE CHALLENGE* 27			
SATURDAY	ABC	WHO'S THE BOSS † 4	GROWING PAINS † 7	THE YOUNG RIDERS † 11		THE COMMISH * 9	
	CBS	CBS SATURDAY MOVIE *				P.S. I LOVE U * 20	
	NBC	GOLDEN GIRLS † 1	THE TORKELSONS * 1	EMPTY NEST † 1	NURSES * 1	SISTERS * 2	
	FOX	TOTALLY HIDDEN VIDEO 13	BILL & TED'S EXC. ADVENTURES* 31	COPS 25			

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
SUNDAY	ABC	LIFE GOES ON 7		AMERICA'S FUNNIEST HOME VIDEOS 9	AMERICA'S FUNNIEST PEOPLE 32	ABC SUNDAY NIGHT MOVIE			
	CBS	60 MINUTES [illegible]		MURDER SHE WROTE 5		CBS SUNDAY MOVIE			
	NBC	ADV. OF MARK & BRIAN * 14	EERIE, INDIANA * 12	MAN OF THE PEOPLE * 15	PACIFIC STATION * 1	NBC SUNDAY NIGHT AT THE MOVIES			
	FOX	TRUE COLORS 6	PARKER LEWIS CAN'T LOSE 4	IN LIVING COLOR 6	ROC* 30	MARRIED...WITH CHILDREN 4	IT'S ALL IN YOUR HEAD* 1	THE SUNDAY COMICS 13	

*—NEW PROGRAM
†—NEW TIME PERIOD

very different sisters.

Thursday night begins with a new show, *Bird and Katt*, in which James Earl Jones will continue his *Gabriel's Fire* character, Gabriel Bird, who will team with Richard Crenna in an "action comedy" hour. The reality block kicks off at 9 with *FBI: The Untold Stories*, which will present re-enactments of stories from the agency's files. That will be followed by *American Detective*, which debuted this spring. *PrimeTime Live* returns at 10.

On Friday, *Family Matters* moves to 8, followed by the new *Step by Step*, starring Patrick Duffy and Suzanne Somers as single parents who marry. *Perfect Strangers* returns at 9, followed by *Baby Talk* at 9:30. *20/20* returns at 10.

Who's the Boss moves to Saturday's lead-off position, followed by *Growing Pains*. *The Young Riders* moves to 9 p.m. and a new drama, *The Commish*, is at 10. From ABC Productions and Stephen J. Cannell Productions, *Commish* stars Michael Chiklis as an affable chief of police.

Sunday night remains the same: *Life Goes On* at 7, *America's Funniest Home Videos* at 8, *America's Funniest People* at 8:30 and *The ABC Sunday Night Movie* at 9.

Monday night also stays intact: *MacGyver* returns at 8, followed by *Monday Night Football*.

New Wednesday-Saturday for CBS

Jeff Sagansky, president, CBS Entertainment, predicted CBS will be the top-rated network in prime time next season. He made the remark during the CBS fall schedule announcement last week, which has the network introducing four half-hour comedies, two dramas, an hour version of *The Carol Burnett Show* and a Saturday night movie. "I think we have the pieces to be number-one and I'll be disappointed if we're not."

CBS left its strengths—Sunday, Monday and Tuesday—unchanged from last season, including returning *Northern Exposure* to the Monday, 10-11 slot. Sagansky said the fit of *Northern Exposure*, an hour comedy, was better following the four half-hour comedies than was *The Trials of Rosie O'Neill*.

CBS's biggest challenge will be Wednesay, Thursday and Friday, said Sagansky, who also noted that Wednesday night, with two new comedies at 8-9 (*The Royal Family* and *Teech*), "will be a real test." He said an opportunity exists for the network at 8 p.m. on Wednesday because their research indicates *Dinosaurs*, ABC's entrant in the time period, "has limited appeal," and he expects "we'll cream them there." On Wednesday, *Jake and the Fatman* returns to the 9 p.m. slot and *48 Hours* is back at 10. The latter will air original installments during the summer, and Sagansky expects that to translate into growth in the fall.

On Thursday, CBS returns *Top Cops* and *Knots Landing* in the 8-9 and 10-11 periods. At 9, Sagansky said the network has another opportunity to make gains, also because of an ABC scheduling decision. He said CBS decided to slot *Rosie O'Niell* at 9-10 after ABC decided to go with two reality half-hours (*FBI: The Real Stories* and *American Detectives*), leaving a vacancy for an adult drama to counter-program NBC's *Cheers* and *Wings*.

The decision to schedule *The Carol Burnett Show* on Friday at 9, rather than her traditional Saturday night placement, was done so that a recognizable property would serve as anchor on the night of otherwise all-new programing. The night opens with two comedies, *Princesses* and *Brooklyn Bridge*, with the latter a project from Gary David Goldberg formerly titled *My Grandmother's House*. Sagansky said the show would be the "class act of next year." At 10-11 the network scheduled *Palace Guard* from Stephen J. Cannell.

Peter Tortorici, senior vice president, program planning, CBS Entertainment, who joined Sagansky in New York to make the presentation, said the decision to schedule a movie on Saturday night (8-10) was not reflective of their overall series development this year, but offered an opportunity to counterprogram series on the other networks. He also said the network's Saturday night movie, put into service earlier this season, had performed well enough to encourage a similar approach in the fall. Sagansky said the movies will be a mix of theatricals and made-for-TV productions. Following the movie is the second new CBS drama, *P.S. I Luv U*, starring Connie Selleca, Greg Evigan and Earl Holliman.

The network also ordered four backup series, including *The Family Man*, *Family Dog*, *The Human Factor*, and *Tequila and Boner*. **—SM,SC**

NETWORK MOVES MOSTLY PLEASING TO AFFILIATES

NBC's affiliate meeting in New York last week was surprisingly upbeat, to hear some affiliates tell it. They came away feeling the network was trying to address their needs on several fronts.

Examples: The network agreed to a five-minute delay of *The Tonight Show* so affiliates can expand their local late newscasts. The network also said it would have an overnight news service on the air some time in the fourth quarter.

The new prime time schedule (see page 29) was also fairly well received. The perception is that NBC Entertainment chief Warren Littlefield and his team have made a solid effort to reach younger demographics with the new schedule. Perhaps the most controversial example of that was the decision to yank the highly rated *Matlock* from the schedule next fall.

There were groans from a number of markets where the show does extraordinarily well, pulling in high-30 shares. But the show skews older, and a new drama with a younger star, Sam Waterson, will replace it. "That was a real gutsy call," said John Spinola, vice president and general manager, WBZ-TV Boston.

News of the delay of *Tonight* came the day the show's star, Johnny Carson, told a Carnegie Hall audience packed with affiliates that he will retire after next season, his 30th year on the show. Carson's retirement has been rumored for months and, in fact, he indicated to the network privately at the time he signed for next season that it would be his last. But last week was the first time he said publicly that May 22, 1992, would be his last *Tonight* broadcast.

There is no word on who will replace Carson, but as one network source said, "It's a pretty good guess" that Jay Leno, Carson's permanent substitute host, would be signed to replace him.

The delay of the show by five minutes takes effect in the fall. It was something a large group of affiliates aggressively sought, because a number of competing affiliates (both CBS and ABC) around the country have had expanded newscasts for some time. Both NBC and Carson had resisted the move up to now, and competitors expanded their news by five minutes or more to make it harder for viewers to switch over to the Carson monologue. The show has shown about a 12% drop in ratings this season.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/13	ABC 11.0 / 18			BRIDES: TWO WED. (60) [8.2 / 14] 8.1 / 15	8.3 / 14	ABC MINI-SERIES—AN INCOVENIENT WOMAN PT II (26) [12.4 / 20] 10.6 / 17	12.3 / 19	13.2 / 21	13.5 / 24
	CBS 13.5 / 23			EVENING (39) SHADE 11.0 / 20	MAJOR (9) DAD 14.1 / 24	MURPHY (3) BROWN 16.3 / 26	DESIGNING (5) WMN. 15.9 / 25	N. EXPOSURE (32) [11.7 / 20] 12.6 / 20	10.9 / 19
	NBC 12.4 / 21			COSBY SP. (32) 11.7 / 21	FRESH (34) PRINCE 11.6 / 20	NBC MONDAY NIGHT MOVIE—SHOOT TO KILL (24) [12.7 / 21] 11.5 / 18	12.2 / 19	13.0 / 21	14.1 / 25
	FOX 6.0 / 10			FOX NIGHT AT THE MOVIES—ROBIN HOOD (75) [6.0 / 10] 5.7 / 10	6.1 / 10	6.0 / 10	6.2 / 10	6.3 / 10	
TUESDAY 5/14	ABC 10.8 / 19			DINOSAURS(51) SP. 9.4 / 18	WHO'S THE (45) BOSS 10.1 / 18	ROSEANNE (8) 14.6 / 24	STAT (30) 11.8 / 19	THIRTYSOMETHING (51) [9.4 / 16] 9.1 / 15	9.7 / 18
	CBS 13.4 / 23			RESCUE 911 (17) [13.0 / 23] 12.2 / 23	13.7 / 24	CBS TUESDAY NIGHT MOVIE— CROCODILE DUNDEE II (13) [13.6 / 23] 11.5 / 19	13.2 / 21	15.0 / 25	14.8 / 27
	NBC 11.7 / 20			NBC MOVIE OF THE WEEK—P. MASON-LAST COFFIN (22)[12.8 / 22] 11.8 / 22	12.3 / 21	13.3 / 22	13.7 / 22	SHANNON'S DEAL (51) [9.4 / 16] 9.4 / 16	9.4 / 17
WEDNESDAY 5/15	ABC 10.6 / 19			WONDER (41) YEARS 10.3 / 20	GROWING (49) PAINS 9.8 / 18	DOOGIE (24) M.D. 12.7 / 22	ANYTHING (36) B.LOVE 11.2 / 19	AMER. DETECTIVES (49) [9.8 / 18] 9.7 / 17	9.8 / 18
	CBS 10.5 / 19			HAUNTED LIVES (41) [10.3 / 19] 9.7 / 19	10.9 / 20	JAKE AND FAT MAN (37) [11.1 / 19] 10.4 / 18	11.9 / 20	48 HOURS (43) [10.2 / 18] 10.3 / 18	10.2 / 19
	NBC 9.7 / 17			UNSLVD. MYSTERIES (30) [11.8 / 22] 11.1 / 22	12.5 / 23	STORY BHND. STORY(63) [7.9 / 13] 8.3 / 14	7.5 / 13	QUANTUM LEAP (55) [9.3 / 17] 9.2 / 16	9.4 / 18
THURSDAY 5/16	ABC 8.4 / 15			FATHER DOWLING (60) [8.2 / 15] 7.9 / 15	8.4 / 16	MIRACLES MYSTERIES(57) [8.9 / 15]		PRIMETIME LIVE (62) [8.1 / 14] 8.3 / 14	7.9 / 14
	CBS 11.5 / 20			TOP COPS (59) [8.6 / 16] 8.0 / 15	9.2 / 17	CBS SPECIAL MOVIE THR.—JAIL BIRDS (20) [12.9 / 22] 10.9 / 19	12.8 / 22	13.9 / 23	14.2 / 25
	NBC 14.5 / 26			COSBY (29) 12.1 / 23	DIFFERENT (14) WORLD 13.5 / 25	CHEERS (6) 15.3 / 27	SEINFELD (26) 12.4 / 21	L.A. LAW (1) [16.7 / 29] 16.4 / 28	17.0 / 30
	FOX 8.3 / 15			SIMPSONS (35) 11.4 / 22	BABES (67) 7.1 / 13	BEVERLY HILLS, 90210 (66) [7.4 / 13] 7.1 / 12	7.7 / 13		
FRIDAY 5/17	ABC 11.6 / 22			FULL (17) HOUSE 13.0 / 26	DINOSAURS(15) 13.3 / 25	FAMILY (26) MAT. 12.4 / 23	BABY (40) TALK 10.5 / 19	20/20 (43) [10.2 / 19] 10.4 / 19	10.1 / 19
	CBS 12.1 / 22			VISITORS / UNKNOW (58) [8.7 / 17] 8.1 / 16	9.2 / 18	MISS UNIVERSE PAGEANT (12) [13.8 / 25] 11.6 / 22	13.4 / 24	14.4 / 26	16.0 / 30
	NBC 6.4 / 12			INTER. SWIMWEAR (70) [6.8 / 13] 6.5 / 13	7.0 / 13	MOVIE OF THE WEEK—DEATH OF THE HULK (74) [6.2 / 11] 5.6 / 10	5.7 / 10	6.6 / 12	6.8 / 13
	FOX 4.3 / 8			AMR'S MOST WANTED (83) [4.4 / 9] 4.4 / 9	4.5 / 9	WORLDS GRT. STUNTS (85) [4.2 / 8] 4.1 / 8	4.4 / 8		
SATURDAY 5/18	ABC 6.9 / 14			FAMILY (70) MAT SP. 6.8 / 15	ABC SATURDAY NIGHT MOVIE—FOR YOUR EYES ONLY (68) [6.9 / 14] 5.4 / 11	5.8 / 11	6.4 / 12	8.1 / 16	8.7 / 18
	CBS 9.3 / 19			CBS SATURDAY NIGHT MOVIE—BEVERLY HILLS COP II (45) [10.1 / 21] 7.7 / 17	10.0 / 21	11.3 / 22	11.4 / 22	FLASH (65) [7.6 / 15] 7.7 / 15	7.4 / 15
	NBC 11.3 / 23			GOLDEN (47) GIRLS 10.0 / 22	DOWN (51) HOME 9.4 / 20	GOLDEN (20) GIRLS 12.9 / 25	EMPTY (17) NEST 13.0 / 25	SISTERS (37) [11.1 / 23] 11.3 / 23	11.0 / 23
	FOX 4.6 / 9			TLY. HID. (87) VIDEO 2.7 / 6	TLY. HID. (85) VIDEO SP 4.2 / 9	COPS (79) 5.5 / 11	COPS 2 (75) 6.0 / 11		
SUNDAY 5/19	ABC 11.5 / 20	FULL (73) HS. SP 6.7 / 14	REAL (77) M. SP 5.9 / 12	AMR. FUN (15) VIDEO 13.3 / 24	AMR. FUN (7) PLP. 15.0 / 25	ABC SUNDAY NIGHT MOVIE—OUR SONS (22) [12.8 / 21] 12.2 / 20	13.2 / 21	13.2 / 21	12.8 / 22
	CBS 14.6 / 25	60 MINUTES (2) [16.4 / 33] 15.0 / 32	17.8 / 35	MURDER SHE WRT. (10) [14.0 / 24] 13.6 / 24	14.4 / 24	CBS SUNDAY MOVIE—SEDUCTION IN TRAVIS COUNTY (11) [13.9 / 22] 13.6 / 22	13.7 / 22	14.3 / 23	14.1 / 24
	NBC 10.9 / 19	BLCK JACK SAV. (80) [5.1 / 10] 4.9 / 10	5.3 / 10	EXPOSE (77) 5.9 / 10	REAL LIFE (70) J.P. 6.8 / 11	NBC SUNDAY NIGHT MOVIE—KNIGHT RIDER 2000 (4) [16.1 / 26] 14.5 / 23	16.2 / 25	16.9 / 27	16.9 / 29
	FOX 6.7 / 12	TRUE CLR.(83) 4.4 / 9	P. LEWIS (80) 5.1 / 10	IN LIVING (56) COLOR 9.0 / 16	GET A LIFE (68) 6.9 / 12	MRD. WITH (47) CHILD. 10.0 / 16	TOP OF (64) HEAP 7.8 / 12	SUNDAY COMICS (80) [5.1 / 9] 5.4 / 9	4.8 / 8

WEEKLY PRIME TIME AVERAGE	ABC 10.2 / 18	CBS 12.2 / 22	NBC 11.0 / 20	FOX 6.1 / 11
SEASON PRIME TIME AVERAGE	ABC 12.2 / 21	CBS 12.2 / 20	NBC 12.6 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

•—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WVSB-TV **West Point (Columbus-Tupelo), Miss.** □ Sold by Venture Systems Inc. to Love Communications Co. for $1.65 million. **Seller** is headed by John Dyer and has no other broadcast interests. **Buyer** is headed by James S. Love III and Robert R. O'Brien Jr. Love has interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, Miss., and Sunshine Television Inc., licensee of KDRV(TV) Medford and KDKF(TV) Klamath Falls, both Oregon. WVSB-TV is ABC affiliate on ch. 27 with 2,000 kw visual, 200 kw aural and antenna 180 feet above average terrain.

WKBK-AM-FM **Keene, N.H.** □ Sold by Radio Keene Inc. to Roberts Communications Inc. for $850,000. WKBK(AM) was purchased in 1975 for $277,000. **Seller** is headed by Harold H. Segal (71.4%) and Talbot R. Hood (28.6%) and has no other broadcast interests. **Buyer** is headed by Cynthia Roberts (51%) and Scott Roberts (49%), mother and son. Scott Roberts is former GM at WIGI(FM) Naples, Fla., and will manage WKBK. Stations simulcast news-talk format. WKBK(AM) is on 1120 khz with 1 kw day. WKBK-FM is on 98.7 mhz with 6 kw. *Broker: New England Media Inc.*

KIZN(FM) **Boise, Idaho** □ Sold by Mary Lake Communications of Idaho Inc. to West Group Broadcasting Corp. for $650,000. Station was purchased in 1984 for $400,000 ("Changing Hands," Oct. 22, 1984). **Seller** is subsidiary of Mary Lake Communications Inc., headed by John C. Culpepper III, and has interests in WTBB(FM) Bonifay, Fla. **Buyer**, headed by Paul Meacham and Richard M. Reider, is general partner of West Group Broadcasting Ltd., licensee of KFSB(AM)-KIXQ(FM) Joplin, Mo. Meacham owns Eagle Marketing, promotional marketing firm. Reider is venture capitalist. KIZN has country format on 92.3 mhz with 100 kw and antenna 2,500 feet above average terrain.

WXJO(FM) **Bethalto (St. Louis), Ill.** □

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$864,171** □ **5**

FM's □ **$1,214,000** □ **4**

AM-FM's □ **$1,390,500** □ **4**

TV's □ **$1,650,000** □ **1**

Total □ **$5,118,671** □ **14**

Year to Date:

AM's □ **$29,543,218** □ **97**

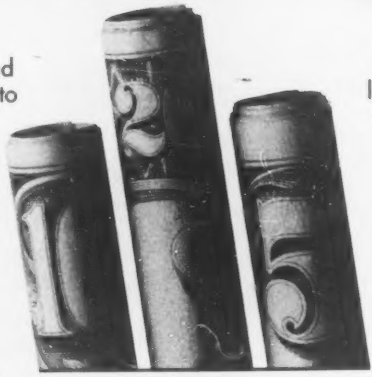
FM's □ **$75,866,705** □ **100**

AM-FM's □ **$119,079,908** □ **82**

TV's □ **$248,199,000** □ **34**

Total □ **$472,688,831** □ **313**

For 1990 total see Jan. 7, 1991 BROADCASTING.



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■ **Johnson City, TX** KFAN(FM) 107.9 mhz—April 30 application for mod. of CP (BPH890405MD) to change ERP: 37.2; ant.: 170 m.; TL: 3.1 mi SSE of Stonewall, TX, S of E-Weststrech of FM 1623.

■ **Lynchburg, VA** WKZZ(FM) 100.1 mhz—May 1 application for CP to change ERP: 25 kw H&V; ant.: 100 m.; change TL: approximately 10 km NE of Lyncburg, VA; class: C3.

TV

■ **Decatur, TX** KMPX(TV) ch. 29—May 6 amendment of BMPCT880616KE for CP to change ant.: 153 m; 32 55 24N 96 57 52W.

Actions

AM's

■ **Marshfield, WI** WDLB(AM) 1450 khz—May 9 application (BP910123AC) granted for CP to change TL: 0.5 km SE of County Trunk E and Mann St., 3.7 km NNE of center of Marshfield, WI; 44 41 49N 90 09 20W.

■ **Neenah-Menasha, WI** WNAM(AM) 1280 khz—May 10 application (BMP910215AI) granted for mod. of CP (BP890720AG) to change TL: adjacent to E Frontage Rd. of U.S. Hwy. 41, .3 km N of Indian Point Rd., Vinland Township, WI, make changes in antenna system and operate by remote control from studio (location to be determined).

FM's

■ **Salinas, CA** KRAY-FM 103.9 mhz—July 13, 1990 application (BMLH900713KA) returned for mod. of license to increase ERP: 5.8 kw H&V (pursuant to docket #88-375).

■ **Santa Clara, CA** KARA(FM) 105.7 mhz—May 13 application (BMLH900730KD) granted for mod. of license for replacement of main antenna.

■ **Winnfield, LA** KVCL-FM 92.1 mhz—May 3 application (BPH900702IA) granted for CP to change ERP: 6 kw H&V; change ant.: 64.2 kw H&V.

■ **Nelsonville, OH** WAIS-FM 107.7 mhz—May 8 application (BMPH900830IB) dismissed for mod. of CP (BPH880229NJ as mod.) to change ERP: 6 kw H&V.

■ **Big Stone Gap, VA** WAXM(FM) 93.5 mhz—May 27 application (BPH901123IA) granted for CP to change ERP: 2.45 kw H&V; change ant.: 574 m.; TL: 11.21 km 298 D.T from Big Stone Gap, VA; class: C2 (per docket #87-494).

■ **Warrenton, VA** WMJR(FM) 107.7 mhz—May 9 application (BMPH901004IA) granted for mod. of CP (BPH870504IC as mod.) to change ERP: 29 kw H&V; ant.: 197 m.

TV

■ **Chillicothe, OH** WWAT(TV) ch. 53—May 9 application (BMPCT910114KE) granted for mod. of CP to change ERP: 3,250 kw (vis); ant.: 207 m; TL: near Williamsport, OH; ANT: Dielectric TFU-36JDAS-(DA)(BT) 39 35 30N 83 06 38W.

ACTIONS

■ Established rules and procedures, effective July 30, that will give preferential treatment (Pioneer's Preference) in its licensing processes to parties requesting spectrum allocation rule changes associated with development of new communications services and technologies. (Gen. docket 90-217 by R&O [FCC 91-112] adopted April 9 by commission.)

■ **Tempe, AZ** Generally upheld Review Board's decision denying Tri-State Broadcasting Co. Inc. renewal of stations KUKQ(AM)-KUPD-FM, and granting mutually exclusive applications of Grimm and Clifford for new AM and FM facilities at Tempe. (MM docket 85-355, by MO&O (FCC 91-151] adopted May 7 by commission.)

■ **Sacramento, CA** Upheld Review Board decision granting Royce International Broadcasting's application for renewal of KWOD(FM), and denying Wong Communications Limited partnership's mutually exclusive application for construction permit. (MM docket 87-28 by MO&O [FCC 91-125] adopted April 12 by commission.)

■ **Longmont, CO** Denied appeal by Longmont Broadcasting of ALJ denial of Longmont's request to specify six issues in proceeding involving competing applications for new FM station on ch. 282C1, or alternatively, for renewal of KQKS(FM) Longmont. (MM docket 90-424, by MO&O [FCC 91R-38] adopted April 17 by Review Board.)

■ **Stuart, FL** Granted applications of CRB of Florida Inc., for renewal of license of WZZR(FM), subject to reporting conditions and notified station that it is liable for forfeiture of $7,500. (Report DC-1856, Mass Media Action, April 15 by MO&O and NAL [FCC 91-129] .)

■ **Agana, GU** Granted application of Agana Guam FM limited partnership for new FM on ch. 270C2. (MM docket 90-349, by Summary Decision [FCC 91D-20] issued April 15 by ALJ Edward J. Kuhlmann.)

■ **Hammond, IN** Granted application of Dontron Inc., to renew license of WYCA-FM over objections of Bernadette Cash Williams. (By MO&O [DA 91-557] adopted April 30 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Campbellsville, KY** Designated for hearing six mutually exclusive applications for new FM station on ch. 260A. (MM docket 91-96, by Order [DA 91-385] adopted March 28 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Baton Rouge** Granted application of Jimmy Swaggart Ministries for new noncommercial FM on ch. 203C2, and denied application of Real Life Educational Foundation of Baton Rouge Inc. (MM docket 88-308 by Decision [FCC 91R-39] adopted May 2 by Review Board.)

■ **Monticello, ME** Notified Benito Rish, licensee of WREM(AM) of apparent liability for forfeiture of $10,000 for willfully violating Communications Act by effectuating unauthorized transfer of control. (Report MM-540, May 1 by Letter (FCC 91-147).

ALLOCATIONS

■ **Waldron, AR** Effective June 27 substituted ch. 276C3 for ch. 276A; modified license of KRWA-FM accordingly. (MM docket 89-249, by MO&O [DA 91-572] adopted May 1 by Chief, Policy and Rules Division, Mass Media Bureau.)

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting Jun3

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 35

Networks schedule 1991-92 with caution; MCA signs Kitty Kelley

RADIO / 46

CBS has international oldies show; Arbitron to extend its survey?

BUSINESS / 39

One is better than two in the ratings service game

WASHINGTON / 53

Sikes's plan to ease ownership rules is in trouble

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FCC to tighten cable rate rules

THIS WEEK

27 / NEW 'EFFECTIVE COMPETITION' STANDARD EXPECTED

The FCC is expected to revamp the "effective competition" standard at its June 13 meeting, empowering cities to regulate the rates of thousands of cable systems.

27 / QUELLO TO GET FIVE-YEAR FCC TERM

President George Bush said he intends to nominate James H. Quello to a fourth term at the FCC.

29 / FOX CONTINUES ITS EXPANSION

Fox affiliates heard upbeat reports during last week's affiliates meeting in Los Angeles that the network will continue to expand on both a nightly basis and on a national coverage level.

Additionally, affiliates learned that Fox Children's Network has "supplemented" a preexisting deal with Warner Bros. Domestic Television Distribution to take delivery of at least six programs starting next season through 1995. Some see the move as a boon to Fox affiliates' and Warner Bros.' attempts to grab a major share of the youth audience during Monday-Friday afternoons.

31 / CBS PREDICTS PRIME TIME VICTORY

CBS executives tell affiliates that the television network's momentum from last season, coupled with current ratings patterns and upcoming sports attractions, will carry CBS to first place in prime time for the 1991-92 season.

President Bush intends to nominate James Quello to another FCC term (page 27)

32 / DARK DAYS LOOMING FOR N.Y. COURTS

An impasse over conflicting bills in the New York state senate may allow an experimental law permitting cameras into New York state courts to expire.

33 / SHARED SITCOM

In an unprecedented deal between a broadcast network and a basic cable network, a new half-hour situation comedy, *Honey, I'm Home*, will be seen on both ABC and Viacom's Nick at Nite starting in mid-July. ABC will air six episodes of the series. Nick at Nite, which is producing the show, will repeat those episodes later in the week.

34 / ENCORE FLURRY

Encore, the mini-pay cable programing service of hit movies from the 1960's through the 1980's, was set to launch on TCI, Storer and United Artists systems serving 6.5 million subscribers June 3, despite activity in several states to stop the service's launch.

35 / CLOSE ENCOUNTERS

Aside from the departure of critically acclaimed but narrow appeal series *thirtysomething, China Beach, Twin Peaks, Midnight Caller and Shannon's Deal*, reaction to the network schedule announcements has focused on the overall continuity of the lineups compared to last year, and the anticipated tightness of the ratings race in the upcoming season.

36 / MCA SIGNS KELLEY

Although her previous TV exposure has been limited to interview appearances on various shows, controversial author Kitty Kelley has been signed by MCA TV to develop and host an hour-long daytime talk show strip for a likely fall 1992 debut in first-run syndication.

39 / ONE TO A STATION

The decision by CBS to go with only the Nielsen ratings service for its owned and operated stations is part of an ongoing trend of stations opting for only one ratings service. Nielsen, according to a Petry Television study, is picking up stations at Arbitron's expense.

46 / STRIP TEASE

WCBS-FM New York air personality and CBS Radio Networks' *Cruisin' America* host "Cousin" Brucie Morrow has filled his plate for summer: June 30 he emcees the *Freedom Show 91* "welcome home party" for 100,000 returning Persian Gulf troops and their dependents; July 6 his weekly *Oldies Party* debuts in the UK on some 20 stations, and Aug. 6 he appears as himself in the storyline of that month's Archie Comics. "It's a riot, really bizarre," Morrow said. "I've always considered myself a comic strip, and now I am."

47 / LESS IS MORE?

Responding to a resolution passed by the Arbitron Radio Advisory Council to increase sample size and usable in-tab diaries, Arbitron said it will poll all radio and advertiser subscribers to determine whether stations in the top 99 markets wish to switch from four 12-week audience surveys to three 16-week surveys. While such a move theoretically could lead to improved reliability of the Arbitron surveys, it also could have some long-range effect on station operations, media buying plans and the ratings process itself.

50 / STALLED SCA, PRIME TALKS

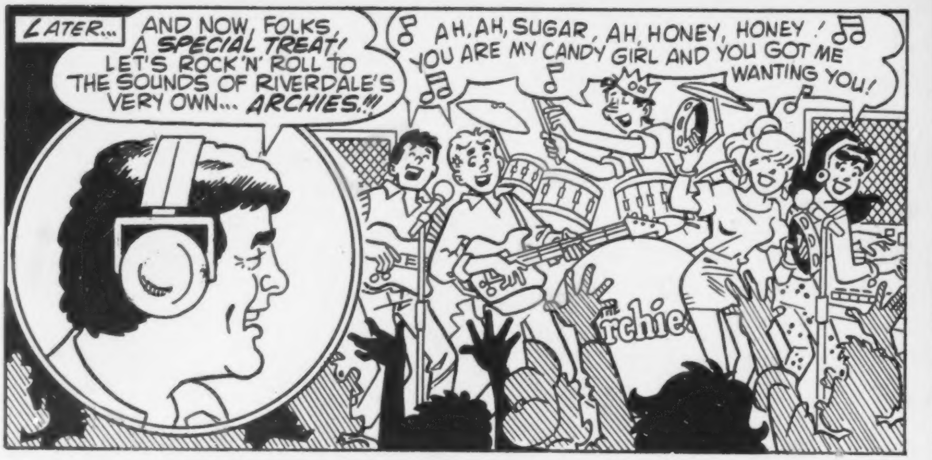
Merger talks between SportsChannel America and Prime Network—which have been going on and off for the last couple of years—have been called off again. But if a deal is completed in the relatively near future, it could mean some changes in the regional sports landscape, including SCA becoming a sports news service, and changes in the National Hockey League's approach to its upcoming television rights negotiations.

51 / CABLE COMPLIANCE DEADLINE

The deadline for complying with the customer service standards issued by the National Cable Television Association is less than a month away. Most of the major cable companies are expected to meet the voluntary guidelines.

53 / TROUBLE AT THE FCC

Relaxation of the broadcasting ownership restrictions—central to FCC Chairman Alfred Sikes's agenda—is in trouble. None of the other four commissioners seems to want to go nearly as far as the chairman appears to in relaxing radio's and television's regulations limiting the number of stations a broadcaster may own nationally and locally.


LATER...
AND NOW, FOLKS, A SPECIAL TREAT! LET'S ROCK 'N' ROLL TO THE SOUNDS OF RIVERDALE'S VERY OWN... ARCHIES.!!!
AH, AH, SUGAR, AH, HONEY, HONEY! YOU ARE MY CANDY GIRL AND YOU GOT ME WANTING YOU!
Archie

CBS Radio's "Cousin" Brucie Morrow in Archie Comics (page 46)

56 / GREEN ALERT

Stations are finding that a strong commitment to environmental reporting has helped establish a strong identity in their markets. Said Jim Willi of Audience Research & Development: "Environmental reporting has tested very well from Portland, Me., to Toledo, Ohio."

57 / SHORTWAVE LIFE EXPECTANCY

Entrepreneurs are planning new digital, satellite radio technologies while the budgets for state-run shortwave radio broadcasters worldwide are being cut drastically. "Is shortwave obsolete?" was a central question asked during a conference of international broadcasters sponsored by CSIS.

WPEC(TV) West Palm Beach, Fla., is among growing number of stations increasing their environmental reporting (page 56)

TV 12
AND
YOU
TOGETHER

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Incorporating

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NEW YORK COURTS MAY GO DARK

Conflicting bills in state senate may allow law permitting cameras in court to expire

Proponents of greater media access to courtrooms were braced for a major disappointment on Friday as an experimental law allowing cameras into New York state courts appeared likely to expire.

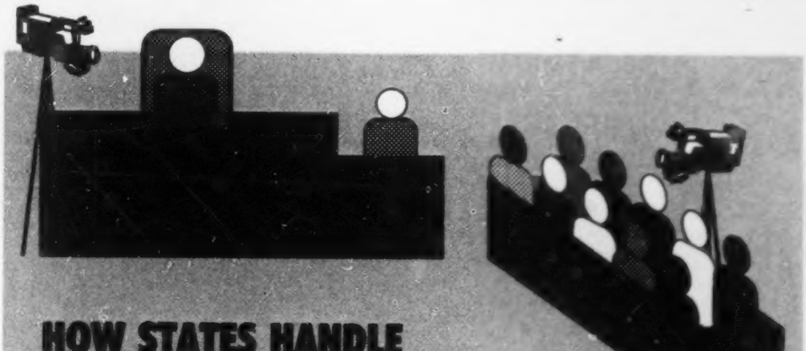
The state senate and assembly last week passed conflicting bills calling for an extension of the 42-month-old law, and lawmakers at press time appeared unlikely to reach a compromise. That would leave New York state, home of some of the nation's more celebrated trials, among the few states that do not allow cameras in the courtroom. And the situation could be prolonged as state lawmakers focus instead on closing on a budget already eight weeks overdue.

The state senate last week raised eyebrows by passing a bill that would extend the experimental law but would add a provision allowing witnesses to refuse to be photographed. Opponents of the senate bill charged that such a law would essentially bar cameras from most courtrooms. The state assembly bill, on the other hand, called for a simple extension.

"It's a matter of finding a common ground, and so far we haven't found any," said Edward H. Cole, chief counsel for New York State Senator Christopher J. Mega (R.-Brooklyn) who, as chairman of the judiciary committee, presented the senate bill. Cole said he was hopeful a compromise could be reached before the close of the current session later this month, but added that a resolution did not appear imminent. Following the session, state lawmakers will not reconvene until January.

"When you think of the history of New York state and its position as the media center of the country, it doesn't make sense to me," said Ian Rae, news director at WNYW-TV New York. "It would seem to me a bit ironic that New York state would be going back into the dark ages; it clearly denies the viewers a right to see what's going on in the courts."

During its experimental run, the New



HOW STATES HANDLE CAMERAS IN THE COURTS

This table is a distillation of information gathered by the Radio-Television News Directors Association (as of Jan. 1). All states in which coverage is indicated permit audio and video coverage for radio and television, plus still photography.

Legend: A—Appellate courts; B—Background shots only; C—Certain types of cases only; D—Day(s); E—Experimental rules; N—No; P—Permanent rules; S—Supreme Court only; T—Trial courts; U—Upon approval of judge, or Unless juror objects; Y—Yes. Asterisk indicates further categorizations of trial coverage are not included because guidelines have not been issued.

	Civil	*Criminal*	*Court's Consent Required*	*Party's Consent Required*	*Coverage of Participants Limited*	*Coverage of Jurors*
Alabama (P)	T,A	T,A	Y	Y	Y	B
Alaska (P)	T,A	T,A	Y	C	N	N
Arizona (P)	T,A	T,A	Y	N	N	B
Arkansas (E)	T,A	T,A	N	Y	Y	N
California (P)	T,A	T,A	Y	N	N	B
Colorado (P)	T,A	T,A	Y	N	N	B
Connecticut (P)	T,A	T,A	Y	N	Y	B
Delaware (E)	A	A	N	N	N	—
District of Columbia	—	—	—	—	—	—
Florida (P)	T,A	T,A	N	N	N	Y
Georgia (P)	T,A	T,A	Y	N	N	B
Hawaii (P)	T,A	T,A	N-A	N	Y	N
Idaho (P)	A	A	N	N	N	—
Illinois (P)	A	A	N	N	N	—
Indiana	—	—	—	—	—	—
Iowa (P)	T,A	T,A	Y	C	Y	B
Kansas (P)	T,A	T,A	N	N	Y	B
Kentucky (P)	T,A	T,A	Y	N	N	Y
Louisiana (P)	A	A	N	N	N	—
Maine (E)	A	A	Y	N	N	—
Maryland (P)	T,A	A	Y	N-A	Y	Y
Massachusetts (P)	T,A	T,A	N	N	N	B
Michigan (P)	T,A	T,A	Y	N	Y	N
Minnesota (P,E)	T,A,	T,A	N-A	N-A	Y	N
Mississippi	—	—	—	—	—	—
Missouri	—	—	—	—	—	—
Montana (P)	T,A	T,A	N	N	N	Y
Nebraska (P)	A	A	N	N	N	—
Nevada (P)	T,A	T,A	Y	N	N	B
New Hampshire (P)	T,A	T,A	Y	N	N	U
New Jersey (P)	T,A	T,A	Y	N	Y	B
New Mexico (P)	T,A	T,A	N	N	Y	N
New York (P,E)	T,A	T,A	Y	C	Y	N
North Carolina (P)	T,A	T,A	N	N	Y	N
North Dakota (P,E)	T,A	T,A	N-A	C	Y	B
Ohio (P)	T,A	T,A	Y	N	Y	N
Oklahoma (P)	T,A	T,A	Y	C	Y	U
Oregon (P)	T,A	T,A	N-A	N	Y	N
Pennsylvania (E)	T	—	Y	N	Y	—
Rhode Island (P)	T,A	T,A	N	N	N	B
South Carolina	—	—	—	—	—	—
South Dakota	—	—	—	—	—	—
Tennessee (P)	T,A	T,A	N	C	Y	U
Texas (P)*	T,A	A	Y	Y	N	—
Utah (P,E)	T,A	T,A	Y-S	N	Y	N
Vermont (P,E)	T,A	T,A	N	N	N	B
Virginia (E)	T,A	T,A	N	N	Y	N
Washington (P)	T,A	T,A	Y	N	Y	U
West Virginia (P)	T,A	T,A	Y	N	N	Y
Wisconsin (P)	T,A	T,A	N	N	Y	B
Wyoming (P)*	T,A	T,A	N	N	N	—

York state experimental law allowed cameras to cover a number of trials that gained national attention, including the so-called "Fatal Attraction" trial of Carolyn Warmus, the trial of alleged mobster John Gotti and the 1988 Joel Steinberg child abuse case.

The failure to reach an agreement seemed peculiar to many observers, considering a March report by the state's chief court administrator that came out in favor of the experimental law (BROADCASTING, April 15). That 40-month test found that 98% of jurors responding said the presence of cameras in the courtroom did not make them feel pressured either to convict or acquit, and 94% of the judges said the coverage did not affect the fairness of the trial.

The experimental New York state law was "by no means a perfect piece of legislation" but was better than no access at all, said Richard Winfield, an attorney with New York-based Rogers & Wells, a firm specializing in media issues. Winfield and other proponents of improved media access were also discouraged by the New York state senate bill, which they said would make an already strict law even more strict.

The New York state Senate proposal would be a "big step backward," said J. Laurent Scharff, attorney for the Radio-Television News Directors Association, which has lobbied in favor of greater access in the state. "The New York rule was already unduly limited," he said. The experimental New York state law required consent by judges and, in some cases, the parties themselves.

Of the 44 states that currently allow cameras in the courtroom, Scharff said the favored law among reporters tends to be in Florida. In that state, there is a presumption in favor of openness to the press, and cameras may be forced out of the courtroom only when strong reasons for doing so are presented to the judge.

Ironically, as New York last week prepared to close the doors on its courtrooms, the federal court system was preparing to open its doors to the media. The federal courts on July 1 will launch a three-year experiment to allow limited television and still photography in civil cases upon request of the news media.

The opening of the federal courts should prove helpful to Time Warner's Courtroom Television Network, which is scheduled to launch at the same time. Executives at the 24-hour cable network were not pleased with the developments in New York last week, but were optimistic about court coverage nationally.

"We want New York; it's critically important to us," said Stephen J. Cohen, executive producer, "but we have 44 other states." -RB

ABC, VIACOM SIGN DEAL TO AIR SAME TV SITCOM

Six episodes of 'Hi Honey, I'm Home' will be seen on ABC, then on Nick at Night later in week

Old sitcoms never die. They just get reassigned to real life. That's the premise of a new half-hour sitcom, *Hi Honey, I'm Home*, which will be seen on both ABC and Viacom's Nick at Nite starting in mid-July.

In an unprecedented deal between a broadcast and a basic cable network, ABC will air six episodes of the series, and Nick at Nite, which is producing the show, will repeat those episodes later in the week. The night and time the show will air on the networks have not yet been set.

Nick at Nite has ordered 13 episodes, and ABC has an option on those remaining episodes of the show, which throws together as New Jersey neighbors a single-parent 90's household and the Nielsens, a 50's family relocated from a 50's Donna Reed-like sitcom called *Hi Honey, I'm Home*.

If ABC picks up the series following the six-episode run, it will have sole television rights, and Nick at Nite will give up its "instant rerun" rights to the show. If ABC does not pick up the option, the remaining seven episodes will be seen solely on Nick at Nite.

"This is unusual and it shows some creative thinking on the part of both the networks. [For Nick at Nite] it means we can launch our program with a degree of difference," said Geoffrey Darby, senior vice president, programing and production, for Nick at Nite. ABC programing executives were unavailable for comment, but Robert Iger, ABC Entertainment president, said in a statement: "We are continually looking to expand our horizons for acquiring program material and this agreement allows us to do that, while at the same time, offering original programing on our schedule this summer." Ironically, the need for original summer programing on the broadcast networks has been instigated largely by competition from cable.

Nickelodeon/Nick at Nite had a development deal with ABC to produce a sketch comedy show called *Nickelodeon Gets Real Mature*, which was not picked up for ABC's fall schedule. *Hi Honey, I'm Home*, was already being produced for Nick at Nite as its first ever original series, and was shown to ABC as "a courtesy," said Darby.

Two homes for 'Hi Honey, I'm Home'

Hi Honey has a network-size production budget, said Darby, which means a cost of about $500,000 an episode. What ABC is paying in license fees, however, doesn't cover the entire production budget. "Nick at Nite is deficit financing this," said Darby, although he did not elaborate.

ABC and Nick at Nite will cross promote *Hi Honey, I'm Home*. Immediately before the premiere of just the first episode on ABC, Nick at Nite and Viacom's other cable networks (MTV, VH-1, and Comedy Central) will all run one-minute promotional spots for the program. In return, Nick at Nite will get a 30-second promotional spot for whatever Nick program it chooses in each of ABC's six episodes.

The pilot was produced last December, and Nick at Nite decided to pick it up in February, with plans to air it in August, before it made the deal with ABC. "We have not changed the product because ABC decided to pick it up," said Darby, although as of now, only the pilot has been shot. *Hi Honey, I'm Home* begins production next week and is executive produced by Rick Mitz, who worked on the failed Norman Lear series *a.k.a. Pablo* for ABC in 1984.

Nick at Nite said it has no immediate plans to produce any more series for broadcast network television, but "hopefully, we will have opportunities

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/20	ABC 11.6 / 20			BEST OF DISNEY: 50 YEARS OF MAGIC (17) [12.0 / 20] 12.0 / 22	12.6 / 22	11.8 / 19	11.6 / 18	20/20 SP. EDITION (27) [10.8 / 19] 10.8 / 18	10.8 / 19
	CBS 12.6 / 21			AMERS. MISSING KIDS (34) [10.2 / 18] 9.7 / 18	10.7 / 18	MURPHY (1) BROWN 15.0 / 24	DESIGNING (5) WMN. 13.7 / 22	N. EXPOSURE (9) [13.1 / 23] 13.4 / 22	12.7 / 23
	NBC 12.2 / 21			FRESH PRINCE SP. (21) [11.7 / 21] 11.4 / 21	12.0 / 21	NBC MONDAY NIGHT MOVIE—REASON FOR LIVING (15) [12.5 / 21] 12.2 / 19	12.4 / 19	12.7 / 21	12.8 / 23
	FOX 6.4 / 11			FOX NIGHT AT THE MOVIES—OMEN IV: THE AWAKENING (63) [6.4 / 11] 5.5 / 10	5.9 / 10	6.6 / 11	7.4 / 12		
TUESDAY 5/21	ABC 11.7 / 20			WHO'S THE (39) BOSS 9.9 / 18	ROSEANNE (3) [14.5 / 24] 13.4 / 23	15.6 / 25	STAT (23) 11.5 / 18	THIRTYSOMETHING (40) [9.4 / 17] 9.6 / 16	10.2 / 18
	CBS 11.0 / 19			RESCUE 911(16) 12.3 / 23	CBS TUESDAY NIGHT MOVIE— FATAL ATTRACTION (29) [10.7 / 18] 9.5 / 16	9.2 / 15	10.8 / 17	12.0 / 20	12.1 / 21
	NBC 9.0 / 15			1ST PERSON-M. SHRIVER (49) [7.7 / 14] 7.6 / 14	7.8 / 13	HEAT OF THE NIGHT (44) [9.3 / 15] 8.6 / 14	10.0 / 16	SHANNON'S DEAL (33) [10.1 / 17] 10.1 / 17	10.0 / 18
WEDNESDAY 5/22	ABC 9.9 / 18			WONDER (36) YEARS 10.0 / 20	GROWING (33) PAINS 10.5 / 19	DOOGIE (28) M.D. 10.7 / 19	ANYTHING (45) B.LOVE 8.9 / 15	AMER. DETECTIVES (43) [9.5 / 17] 9.4 / 17	9.7 / 19
	CBS 9.7 / 17			AMER. MEMORY TST. (58) [7.2 / 14] 7.3 / 14	7.2 / 13	48 HOURS—FOR BETTER FOR WORSE (26) [10.9 / 19] 10.6 / 19	11.9 / 20	11.3 / 20	9.9 / 19
	NBC 12.9 / 24			UNSLVD. MYSTERIES (4) [14.0 / 27] 13.0 / 26	15.0 / 28	NIGHT COURT (20) [11.8 / 20] 11.6 / 20	12.0 / 21	QUANTUM LEAP (12) [12.8 / 24] 12.4 / 21	13.2 / 25
THURSDAY 5/23	ABC 7.5 / 14			FATHER DOWLING (60) [6.8 / 13] 6.7 / 13	7.0 / 13	MY LIFE & (69) TIMES 5.4 / 10	MY LIFE & (71) TMS. SP. 5.2 / 9	PRIMETIME LIVE (32) [10.5 / 20] 10.9 / 20	10.2 / 20
	CBS 7.3 / 14			TOP COPS (53) [7.5 / 15] 6.8 / 14	8.2 / 15	ANTAGONISTS (50) [7.6 / 13] 7.3 / 13	7.9 / 14	AFI—K. DOUGLAS (59) [6.9 / 13] 6.8 / 13	7.0 / 14
	NBC 11.9 / 22			COSBY (22) 11.5 / 23	DIFFERENT (11) WORLD 13.0 / 24	CHEERS (2) 14.8 / 26	SEINFELD (18) 11.9 / 21	L.A. LAW (37) [10.0 / 19] 9.9 / 18	10.1 / 20
	FOX 7.7 / 14			SIMPSONS (42) 9.6 / 19	BABES (66) 5.9 / 11	BEVERLY HILLS 90210 (51) [7.6 / 13] 7.1 / 13	8.2 / 14		
FRIDAY 5/24	ABC 12.2 / 25			FULL (14) HOUSE 12.6 / 28	DINOSAURS (13) 12.7 / 27	FAMILY (8) MAT. 13.1 / 27	PERFECT (25) STRGN. 11.2 / 22	20/20 (19) [11.8 / 24] 12.2 / 24	11.5 / 23
	CBS 6.8 / 14			GUNS OF PARADISE (65) [5.9 / 13] 5.5 / 12	6.3 / 13	CBS FRIDAY NIGHT MOVIE—INDISCREET (55) [7.3 / 15] 7.0 / 14	7.2 / 14	7.4 / 14	7.8 / 16
	NBC 7.3 / 15			MOVIE OF THE WEEK FRIDAY—SOMETHING IS OUT THERE (56) [7.3 / 15] 6.5 / 15	6.7 / 14	7.0 / 14	7.7 / 15	8.1 / 16	7.8 / 16
	FOX 3.3 / 7			WORLDS GRT. STUNTS (78) [4.0 / 9] 3.9 / 9	4.2 / 9	DEA: SP. TASK FORCE (82) [2.6 / 5] 2.4 / 5	2.8 / 6		
SATURDAY 5/25	ABC 6.7 / 15			YOUNG RIDERS (67) [5.6 / 13] 5.2 / 13	6.0 / 14	ABC SATURDAY NIGHT MOVIE—THUNDERBOAT ROW (54) [7.3 / 16] 6.2 / 13	6.8 / 14	8.0 / 17	8.4 / 18
	CBS 6.1 / 13			CBS SATURDAY NIGHT MOVIE—ALIENS (64) [6.1 / 13] 5.1 / 13	5.8 / 13	6.0 / 13	5.9 / 12	6.7 / 14	6.8 / 15
	NBC 10.2 / 23			AMEN (52) 7.5 / 19	AMER. (48) DREAM. 8.0 / 19	GOLDEN (10) GIRLS 13.0 / 28	EMPTY (7) NEST 13.1 / 27	SISTERS (41) [9.8 / 21] 9.9 / 21	9.6 / 21
	FOX 3.3 / 7			TLY. HID. (81) VIDEO 3.0 / 7	YEAR- (83) BOOK 2.0 / 5	COPS (79) 3.8 / 8	COPS 2 (75) 4.5 / 9		
SUNDAY 5/26	ABC 7.8 / 17	LIFE GOES ON (74) [4.5 / 11] 4.1 / 10	4.9 / 12	AMR. FUN (38) VIDEO 9.9 / 22	AMR. FUN (31) PLP. 10.6 / 23	ABC SUNDAY NIGHT MOVIE—PLYMOUTH (46) [8.3 / 17] 8.3 / 17	7.9 / 16	8.3 / 16	8.6 / 18
	CBS 11.6 / 25	60 MINUTES (6) [13.1 / 33] 12.4 / 32	13.7 / 33	MURDER SHE WRT. (30) [10.6 / 23] 10.2 / 23	11.0 / 24	CBS SUNDAY MOVIE—BLUEGRASS PT.1 (24) [11.3 / 23] 10.7 / 22	11.7 / 23	11.5 / 23	11.2 / 23
	NBC 5.9 / 13	BLCK JACK SAV. (76) [4.2 / 11] 4.0 / 10	4.3 / 10	EXPOSE (74) 4.7 / 11	REAL LIFE (72) 5.1 / 11	NBC SUNDAY MOVIE—DESPERADO: BADLANDS JUSTICE (57) [7.3 / 15] 6.3 / 13	7.2 / 14	7.8 / 15	8.0 / 16
	FOX 5.6 / 12	TRUE CLR. (80) 3.6 / 9	P. LEWIS (77) 4.1 / 10	IN LIVING (62) COLOR 6.4 / 14	GET A LIFE (70) 5.2 / 11	MRD. WITH (47) CHILD. 8.1 / 17	TOP OF (61) HEAP 6.5 / 13	BEVERLY HILLS 90210 (68) [5.5 / 11] 5.4 / 11	5.6 / 12

WEEKLY PRIME TIME AVERAGE	ABC 9.6 / 18	CBS 9.4 / 16	NBC 9.7 / 19	FOX 5.3 / 11
SEASON PRIME TIME AVERAGE	ABC 12.2 / 20	CBS 12.1 / 20	NBC 12.5 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KAZN(AM) Pasadena, Calif. □ Sold by P D&G Pacific Rim Broadcasting Ltd. to Bang Kim and Edward A. Kim for $7.5 million. **Seller** is subsidiary of Media Ventures Ltd., which owns GKC Broadcasting Ltd., licensee of KOQO(AM)-KQPW(FM) Clovis-Fresno, Calif. **Buyers,** Bang and Edward Kim, mother and son, have no other broadcast interests. KAZN has Asian programing on 1300 khz with 5 kw day and 1 kw night.

WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey □ Sold by Drexel Hill Associates to Signal Communications of New Jersey for $7.3 million ("Closed Circuit," May 20). Original sale for $12 million approved by FCC ("For the Record," Jan. 7, 1991) was not consummated. Stations were last sold in 1970. **Seller** is headed by Peter Arnow and Bob Linder, who are licensees of WIIS(FM) and WKIZ(AM)-WEOW(FM) Key West, Fla. **Buyer** is headed by Larry Patrick, E. Burke Ross Jr., James G. Hall II and John Thomas. Patrick also heads Legend Communications, licensee of WYCL(FM) Boyertown (Reading), Pa., KMNS(AM)-KSEZ(FM) Sioux City, Iowa, and WSOM(AM)-WQXK(FM) Salem, Ohio. WMTR has business format on 1250 khz with 5 kw day and 1 kw night. WDHA-FM has AOR format on 105.5 mhz with 3 kw and antenna 564 feet above average terrain.

KOKH-TV Oklahoma City □ Sold by KOKH Acquisition Corp. to Channel 25 Acquisition Corp. for $7 million. Station last sold for $9 million in 1989. **Seller** is headed by George N. Gillett Jr., David Ramon and Stephen D. Spears. Gillett has interest in WAGA-TV Atlanta; WSBK-TV Boston; KNSD(TV) San Diego and TV translator K62AK La Jolla, both Calif.; WJW-TV Cleveland; WJBK-TV Detroit and WITI-TV Milwaukee. **Buyer** is subsidiary of Heritage Media Corp., and is headed by James J. Robinette and Jim Hoak. Heritage has interest in KDAY(AM) Santa Monica, Calif.; WIL(AM)-WRTH(FM) St. Louis; WBBF(AM)-WBEE-FM Rochester and WPTZ(TV) North Pole (Plattsburg), both New York; KRPM-AM-FM Seattle-Tacoma; KKSN-AM-FM Vancouver-Portland, Ore.; WEMP(AM)-WMYX(FM) Milwaukee; WEAR-TV Pensacola, Fla., and KIVV-TV Lead, KDLT(TV) Mitchell and KEVN-TV Rapid City, all South Dakota, and is selling KAUT(TV) Oklahoma City (see below). KOKH-TV is independent on ch. 25 with 1,410 kw visual, 141 kw aural and antenna 1,540 feet above average terrain.

WQZQ(FM) Dickson, Tenn. □ Sold by American Communications Inc. to Montgomery Broadcasting Co. for $1.638 million. Station was last sold in 1985. Sale is contingent upon grant of transfer of control of station between principles D. Todd Christofferson and C. Stan Hawkins for $10 (stock trade). **Seller,** American Communications Inc., is headed by Hawkins, and has no other broadcast interests. **Buyer,** Montgomery Broadcasting Co., is headed by Bayard H. Walters, president and 100% stockholder of Lenk Broadcasting Co. Inc., which owns WCTZ(AM) Clarksville, WHAL(AM)-WYCQ(FM) Shelbyville, both Tennessee; WMCI(FM) Mattoon and WSHY(AM)-WEJT(FM) Shelbyville, both Illinois; WVEL(AM)-WGLO(FM) Pekin, Ill., WKCM(AM) Hawesville, Ky., and permittee of WKCM(FM) Cannelton, Ind. WQZQ has MOR format on 102.5 mhz with 50 kw and antenna 500 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$15,370,000** □ **7**

FM's □ **$5,460,067** □ **11**

AM-FM's □ **$2,000,000** □ **3**

TV's □ **$8,500,000** □ **2**

Total □ **$31,330,067** □ **23**

Year to Date:

AM's □ **$44,913,218** □ **104**

FM's □ **$81,326,772** □ **111**

AM-FM's □ **$121,079,908** □ **85**

TV's □ **$256,699,000** □ **36**

Total □ **$504,018,898** □ **336**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WKZL(FM) Winston-Salem, N.C. □ Sold by Nationwide Communications to HaPa Inc. for $1.6 million. Station was last sold for $5 million in 1981. **Seller** is headed by Steve Berger and is wholly owned subsidiary of Nationwide Mutual Insurance Co., licensee of WATE-TV Knoxville, Tenn.; WBAY-TV Green Bay, Wisc.; WRIC-TV Petersburg, Va.; KITN(TV) Minneapolis; WPOC(FM) Baltimore; WGAR-FM Cleveland and WNCI(FM) Columbus, both Ohio; KLUC(AM) Las Vegas; WOMX-AM-FM Orlando, Fla.; KZAP(FM) Sacramento, Calif.; KNST(AM)-KRQQ(FM) Tucson; KZZP-FM Mesa, Ariz.; WKZL(FM) Winston-Salem, N.C.; KISW(FM) Seattle, and KHMX-FM Houston. **Buyer** is headed by Victor Rumore, who is also acquiring WGFX(FM) Gallatin-Nashville, Tenn., and has 50% interest in KFRR(AM) Englewood, Colo. WKZL has CHR format on 107.5 mhz with 100 kw and antenna 500 feet above average terrain. *Broker: Kalil & Co.*

KAUT(TV) Oklahoma City □ Sold by Heritage Media Corp. to Oklahoma Educational TV Authority Foundation Inc. for $1.5 million. Station last sold for $5.5 million in 1985. **Seller** is headed by Jim Hoak (see KOKH-TV Oklahoma City item above). **Buyer** is headed by Gene Rochelle and Carri A. Bell, and is licensee of KETA(TV) Oklahoma City, KOED-TV Tulsa, KOET(TV) Eufaula and KWET(TV) Cheyenne, all Oklahoma. KAUT is independent on ch. 43 with 1,950 kw visual, 195 kw aural and antenna 1,560 feet above average terrain.

KQNG-AM-FM Lihue, Hawaii □ Sold by John Hutton Corp. to Sanchez Communications Corp. for $1.5 million. Station was last sold for $400,000 in 1986. **Seller** is headed by John H. Weisser Jr., and has no other broadcast interests. **Buyer** is headed by Rodney T. Sanchez and William F. McCready and has no other broadcast interests. KQNG is fulltimer with oldies format on 570 khz with 1 kw. KQNG-FM has CHR format on 93.5 mhz with 100 kw and antenna 236 feet above average terrain.

WVVY-FM Grifton, N.C. □ Sold by W&B Media Inc. to Willis Broadcasting Corp. for $800,000. **Seller** is headed by Howard Wilcox and George G. Beasley. Beasley heads Beasley Broadcasting, and has at least 45% interest in ultimate licensees of WPOW(FM) Miami, WJHM(FM) Daytona Beach, WVTI(AM) North Fort Myers and WRXK(FM) Bonita Springs, all Florida; WCKZ-FM Gastonia, WJMH(FM) Reidsville, WKML(FM) Lumberton and WYED(TV) Goldsboro, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia; KRTH-FM Los Angeles; KAAY(AM) Little Rock, Ark., and KQLD(FM) Port Sulphur, La. Beasley also has interests in WRKU-FM Grove City, Pa.; KGSR(FM) Bastrop, Tex.; WXMX(FM) Upper Arlington, Ohio; WKXC-AM-FM Aiken, S.C., and WYSY-AM-FM Aurora, Ill., and WBSS-FM Millville, N.J. **Buyer** is headed by L.E. Willis Sr., who owns Willis Broadcasting Corp., licensee of KDFT(AM) Desoto, Tex.; KSNE(FM) Marshall, KLRG(AM) North Little Rock, KFTH(FM) Marion and KMZX(FM) Lonoke, all Arkansas; WSFU-FM Union Springs, WVCA(FM) Selma, and WAYE(AM) Birmingham, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, Ill.; WSRC(AM) Durham, WBXB(FM) Edenton, WVRS(FM) Warrenton and WGSP(AM) Charlotte, all North Caroli-

Knox Jr. and Joseph J. Knox Sr., and is licensee of WJRZ(FM) Manahawkin, NJ. Action May 10.

■ **Allentown, PA** (BPED900905ML)—Returned app. of Beacon Broadcasting Corp. for 89.3 mhz; .150 kw; ant. 245 m. Address: 401 N. 17th St. Suite 205, Allentown, PA 18104. Principal is headed by John P. Hentosh, and has no other broadcast interests. Action May 10.

FACILITIES CHANGES

Applications

AM

■ **Springfield, MA** WHYN(AM) 560 khz—May 14 application for CP to correct coordinates to 42 11 37N 72 41 02W.

FM's

■ **Modesto, CA** KJSN(FM) 102.3 mhz—May 9 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Oxnard, CA** (no call letters) 102.1 mhz—May 10 application for mod. of CP (BPH880505NB) to change ERP: 5.8 kw H&V.

■ **Wray, CO** KATR-FM 98.3 mhz—May 2 application for CP to change ERP: 50 kw H&V; ant.: 83 m.; class: C2.

■ **Venice, FL** WCTQ(FM) 92.1 mhz—April 19 application for mod. of license (BLH890525KC) for CP to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Watertown, FL** WQLC(FM) 102.1 mhz—May 13 application for CP to change ERP: 9 m.; TL: 1.4 km E of Wellborn, FL along S.R. 250; change to class C3 (per docket #90-306).

■ **Folkston, GA** WOKF(FM) 92.3 mhz—May 7 application for mod. of CP (BPH900806ID) to change ERP: 6 kw H&V.

■ **Lahaina, HI** KPOA(FM) 93.5 mhz—May 13 application for CP to change class to C3; ERP: 0.346 kw; ant.: 738 m. H&V; TL: atop Waiakeakua; 6 km SE of Lanai City, HI (per docket #89-160).

■ **Barbourville, KY** WYWY-FM 93.5 mhz—May 13 application for CP to change ERP: 25 kw H&V (per docket #90-568).

■ **Monticello, KY** WKYM(FM) 101.7 mhz—May 10 application for CP to change ERP: 1.75 kw H&V; ant.: 188 m.; change antenna supporting-structure height.

■ **Brusly, LA** KIEZ(FM) 96.3 mhz—April 30 application for CP to change ERP: 43 kw H&V; ant.: 137 m.; TL: .24 km S of the intersection of French Town Rd. and Planchet Rd., Baton Rouge, LA; change to channel 241C2 (per docket #87-121).

■ **Salisbury, NC** WNDN-FM 102.5 mhz—May 1[illegible] application for CP to change freq: 87.9 mhz; ERP: .01 kw H&V; change TL: 2613 Craig Ave., Concord, NC 28027, change main studio location; other: Amend to channel where station can operate per 73.509 of rules, change channel to 200D (per docket #20735).

■ **Nyssa, OR** KGZH(FM) 98.7 mhz—May 6 application for mod. of CP (BPH890324MH new station) to change ERP: 100 kw H&V; ant.: 108 m.; TL: approximately 1 mi of French John Hill and .5 mi W of Rte. 95 near Hot Springs, ID; class: C1 (per docket #90-304).

■ **Georgetown, SC** WTUB(FM) 93.7 mhz—April 30 application for CP to change ERP: 6 kw H&V.

■ **Marion, SC** WKSY(FM) 100.5 mhz—May 13 application for CP to change class to C3; ERP: 11.2 kw H&V; ant.: 148 m.; TL: 1.2 mi SW of the intersection of interstate 95 & State Hwy. 38, 1.7 mi S of Oak Grove, SC (per docket #90-33).

■ **Sioux Falls, SD** (no call letters) 101.9 mhz—May 10 application for mod of CP (BPH870311MK) to change ant.: 177 m.; change TL: approximately 4.2 km SE of Colton, SD; change antenna supporting height.

■ **Dickson, TN** WQZQ(FM) 102.3 mhz—May 13 application for mod. of CP (BPH871030IC) to change ERP: 41 kw H&V; change ant.: 152 m.

■ **Taylor, TX** KRGT(FM) 92.1 mhz—May 3 application for CP to change ERP: 3 kw H&V; ant.: 72.6 m.

■ **St. Thomas, VI** WIUJ(FM) 88.9 mhz—May 6 application for CP to change freq: 102.9 mhz.

■ **Lebanon, VA** (no call letters) 107.3 mhz—May 14 application for mod. of CP (BPH861001TC) to change ERP: 0.53 kw H&V; change ant.: 236 m.; TL: 300 m W of State Rte. 673, approximately 3.7 km E of Dickensonville, VA.

Actions

AM's

■ **Ozark, AL** WFSF(AM) 1200 khz—May 16 application (BP910201AD) granted for CP to change TL: to intersection of County Dirt Rd. and County Hwy. 61 in SW 1/4 of the NW 1/4 of section 24, township 5 N, range 25 E, Dalect, 3.5 km SE of Brown's Crossroads, AL 31 23 46N 85 30 01W; and make changes in antenna system.

■ **Jacksonville Beach, FL** WXTL(AM) 1010 khz—May 16 application (BMP890829AE) granted for mod. of CP (BP850122AD) to change city of license to Baldwin, FL; reduce power to 10 kw; change TL: to .8 km W of SR119 and W. Beaver St. intersection, 5.8 km E of Baldwin, FL and make changes in antenna system.

■ **Walla Walla, WA** KTEL(AM) 1490 khz—May 14 application (BP901002AE) granted for CP to change TL: to S 3rd Ave., .15 km N of Whitney Rd., Walla Walla, WA 46 20 33N 118 20 20W.

FM's

■ **Springdale, AR** KCIZ(FM) 104.9 mhz—May 15 application (BPH90071[illegible]E) granted for CP to change ERP: 2.75 kw H&V.

■ **Anderson, CA** KEWB(FM) 94.3 mhz—May 14 application (BMPH910107IC) granted for mod. of CP (BPH880308IG) to change ERP: 4.2 kw H&V; ant.: 477 m.; TL: S Fork Mtn., 13 km NW of Redding, CA.

■ **Gonzales, CA** KPUP(FM) 104.3 mhz—May 16 application (BPH900313IE) granted for CP to change

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1950-1

Broadcasting Jun 10

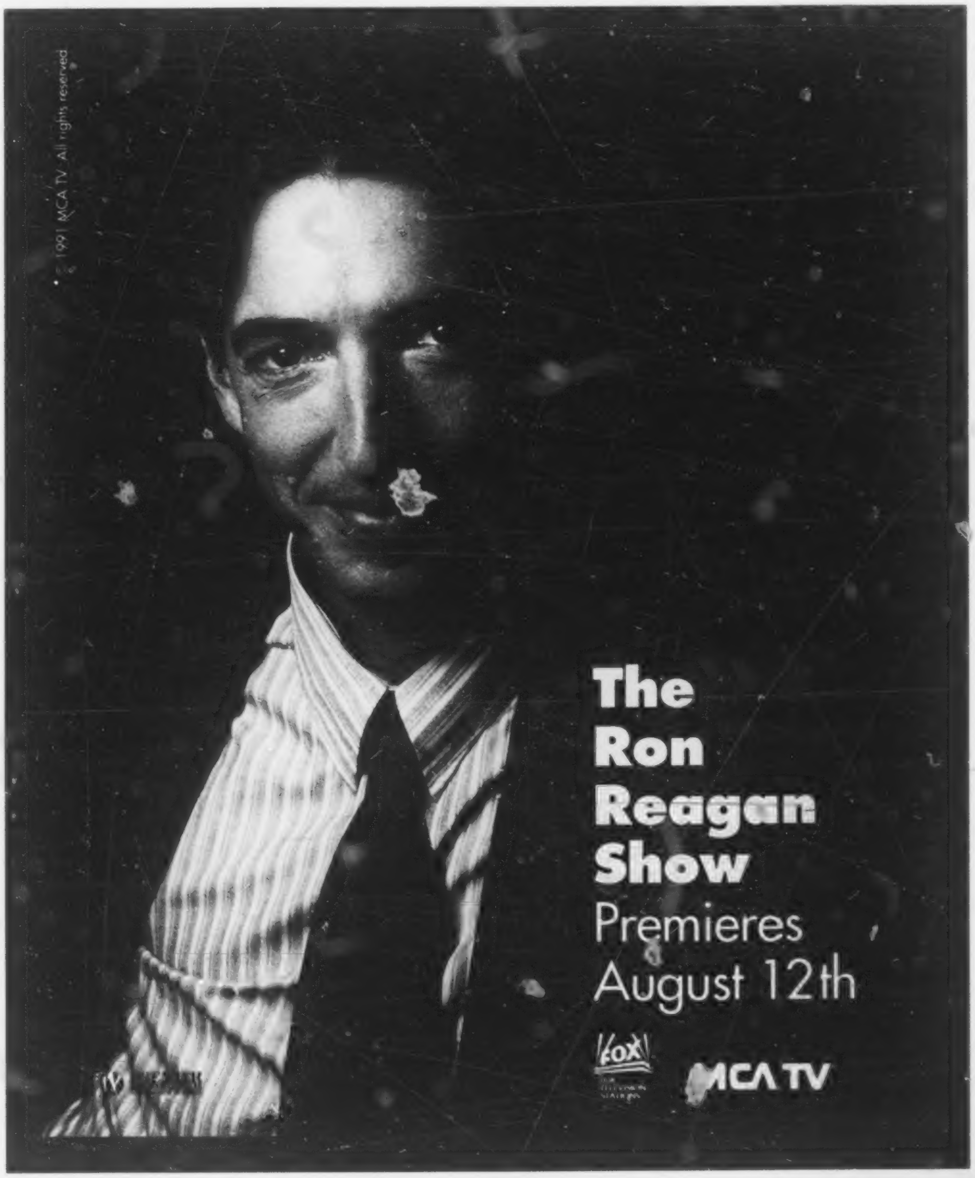
Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 66
Producers build blocks on prime time; ABC preps for affiliates

RADIO / 70
Gammon continues push for Atlanta move-in

BUSINESS / 49
Top 100 companies special report; Coen's '91 forecast

WASHINGTON / 76
Bills introduced to establish nationwide telco fiber optic network



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The Ron Reagan Show
Premieres August 12th
FOX
MCA TV

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BETHESDA MD 20814

Vol. 120 No. 23 $2.50

Hughes + Hubbard = $100 million for DBS

THIS WEEK

35 / HIGH-POWER DBS: ON AGAIN

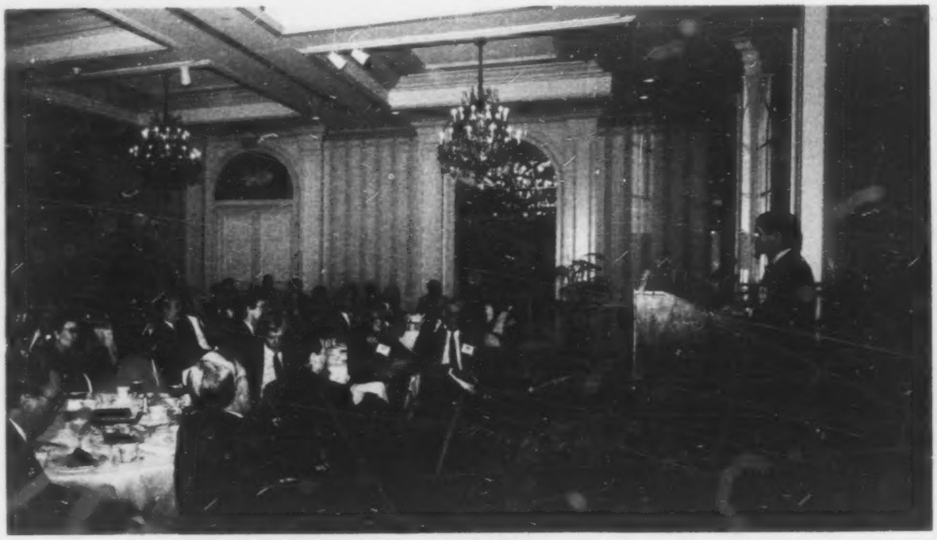
Stanley S. Hubbard and Hughes Communications vowed that about $50 million plunked down by Hubbard-led USSB last week assures the nation's first true direct broadcast satellite will be launched by mid-1994. The deal, said Hughes, not only brings to fruition USSB's plans to deliver 20 or more digitally compressed TV and radio signals to 15-inch dishes nationwide, but also constitutes the first step in Hughes's new incremental strategy to provide another 80 or more signals from the same spot in the sky. Also, TCI reached a settlement that may have cleared the way for the nation's largest MSO to become a high-power power itself.

37 / TIME WARNER'S RIGHTS OFFERING GETS NEGATIVE REACTION

Time Warner's plans to raise equity to reduce its $11.37 billion debt load by offering its common shareholders rights to buy more common shares at a discount met with criticism by shareholders and securities analysts. The stock dropped 10% with the news, and a Time Warner meeting with shareholder securities analysts was described as "very negative." The media giant hopes that by reducing its debt it will be a more appealing business partner.

37 / ELEVENTH-HOUR OFFER FOR WOOLERY

Sources close to Warner Bros. Domestic TV Distribution and Orion TV say the two have talks about Warner getting the distribution rights to *The Chuck Woolery Show*. Group W Productions is said to have bid for the 1991-92 syndication rights to the first-run talk strip. Industry sources say Orion is looking to divest its TV interests. (Orion TV President and CEO Gary Nardino is also said to be moving to Lorimar [see "Closed Circuit"]).



Communication industry executives at Broadcasting/Cable Interface V (page 38)

38 / INTERFACE V: FINDING COMMON GROUND

Most of the participants of the fifth Broadcasting/Cable Interface in Washington—including industry executives (page 39) and FCC Chairman Al Sikes (page 40)—addressed the issue of enhancing commonality rather than emphasizing the differences between the two media.

42 / NICHOLAS SAYS S.12 WILL STUNT CABLE GROWTH

Nick Nicholas Jr., co-CEO of Time Warner, warned Congress against passing rules that would "signal the success of a coalition of savvy special interests that puts its agenda ahead of the public's and deprives cable of the resources it needs to make real the age of interactive TV."

43 / PRICE FOR SPORTS RIGHTS

Broadcast and cable executives say there will likely be readjustments in the prices paid for sports rights fees in the next negotiation period, based on the present performance of many of the leagues.

46 / BREAKING NEWS BUDGETS

Cost cutting and the aftermath of the Persian Gulf war are driving changes in TV news coverage. CNN and growing cable channel capacity for local news coverage are expected to compete with broadcast networks and affiliates. A Broadcasting/Cable Interface panel of journalists predicts reduced network coverage of political conventions and the possible demise of one of the network's evening newscasts.

47 / PTAR REVIEW INEVITABLE

A review of the 21-year-old FCC prime time access rule limiting the amount of network and off-network programing television stations may air during prime time is inevitable, said FCC Commissioners Sherrie Marshall and Ervin Duggan. However, the commission is likely to deal with other issues first, such as fin-syn.

49 / SPECIAL REPORT: BUSINESS & FINANCE

BROADCASTING's special report on business and finance features the Top 100 companies in electronic communications; a look at SEC filings beyond the numbers, and a survey of what top Fifth Estate executives earned last year.

59 / THE COEN FORECAST

Robert Coen, McCann-Erickson senior vice president, director of forecasting, made his semiannual presentation on ad expenditures last week, projecting only a 3.5% growth in national TV advertising to $20.9 billion in 1991. Network TV, Coen said, will grow 1.5% while spot and local television will grow only 1%. Cable and syndication continue to see double-digit growth, but that rate is also slowing. National radio advertising will increase 2.3% with local improving by 1.5%.

66 / NETWORK PROGRAM DEALS

It seems to be a case of who you know. Established producers are increasingly controlling blocks of time on the broadcast networks in prime time. Some say that makes it harder for new companies to get on the air and that program diversity is suffering.

67 / KOREAN WIDGET

Zodiac Entertainment has agreed with the Korean Broadcasting System and Seyoung, a leading Korean animator, to produce Zodiac's animated show, *Widget*. Under the terms of the deal, KBS will pay close to $1 million for the next 52 episodes of the show.

Senator Conrad Burns was part of bi-partisan group introducing telco entry bill last week (page 76)

70 / ATLANTA FIRE

The great Atlanta move-in controversy continues. Following FCC modification of its rules regarding changes in new community of license for FM and TV, Sapphire Broadcasting has filed further comments to show why the FCC should grant its proposal to move WHMA-FM Anniston, Ala., to the Atlanta metro. This move has prompted other broadcasters, including Summit and Cox, to file further comments at the FCC showing why the station should remain where it is.

72 / RAB/ANA FORUM

Advertisers and agency executives urged the radio industry to exploit its own strengths and lead the way in breaking through advertising clutter with superior creative and an aggressive partnership with rival media.

73 / 900 NUMBER REVENUE

Cable operators and programers are looking to 900 numbers as a revenue source and a marketing and promotion tool. One company filling that niche is NuCable Resources, which has launched a CALL2000 service.

74 / PPV OLYMPICS TALKS

The efforts of NBC and Cablevision's pay-per-view Olympics to secure carriage for the three-channel event for nonaddressable cable homes has led Olympics executives to formally sit down with both the Family Channel and The Discovery Channel. Olympics executives are offering to buy their respective ad inventories at market rates, paying for every subscriber affected by the Olympics.

76 / BI-PARTISAN TELCO BILL

Senators Conrad Burns (R-Mont.) and Albert Gore (D-Tenn.) led a bi-partisan group of congressmen in the introduction of the Communications Competitiveness and Infrastructure Modernization Act of 1991, a measure aimed at establishing a nationwide broadband fiber optic network in the U.S. by the telcos by the year 2015.

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Incorporating

The Fifth Estate

TELEVISION.

Broadcasting

■ Cable

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companies now operate is technological growth, which promises to fuel the equipment manufacturing sector, as well as the capital spending of broadcasters and cable operators. Meanwhile, regulatory uncertainty represents an x factor that threatens to change the equation at a moment's notice. With so much at stake, and so much in question, the need for vision and clarity at the top is evident. Also evident is the price tag of that vision, which is examined in this special report's survey of executive compensation.

And finally, for the careful reader, there are curious facts and valuable insights to be gleaned from the marching columns of figures and text in each company's annual report.

Together, the three views comprise an official, yet revealing, look at the financial fortunes of the industry.

TOP 100 REVENUE TOPS $44 BILLION IN 1990

BROADCASTING's 13th annual survey of the Fifth Estate's Top 100 companies shows electronic communications-related operations of publicly reporting companies generated $44.7 billion in revenue, a 9% increase over last year's Electronic Communications Index (ECI) of $40.9 billion. (The Top 100 chart follows on pages 54 and 55.)

Most of the $3.8 billion jump was concentrated in the top 10 companies which, at $24.8 billion, accounted for 55% of the ECI pie. In 1990, ECI revenue for the top 10 was $21.4 billion.

ECI revenue comprises a company's business interest in radio, TV, cable, satellite, allied services and manufacturing. The service industry, for example, includes advertising agencies and ratings services. Items not included in ECI revenue for programers include revenue from theatrical releases and the home video market. For manufacturers such as Sony and Zenith, it includes revenue from sales of television sets or products for the general public not built specifically or primarily for Fifth Estate commercial use.

There was a change in the top three companies this year: CBS moved up to second behind Capital Cities/ABC and General Electric dropped to third. CBS and NBC parent General Electric were separated by only $25,200. Capital Cities/ABC's ECI revenue increased almost 10% in 1990, while CBS's was up 10% and General Electric's was down 5%, compared to a year ago.

Finishing fourth this year was cable MSO Tele-Communications Inc. (TCI), up from fifth last year. TCI's ECI revenue increased 26% in 1990. Time Warner, which dropped from fourth to fifth in 1990, had an ECI gain of 5.5% compared to 1989. In sixth again was Sony, with an ECI revenue of about $2.7 billion.

Rounding out the top 10 were Viacom, WPP (parent company of advertising agencies J. Walter Thompson and Ogilvy & Mather), News Corp., falling back one to nine in 1990, and Turner Broadcasting, also falling back one.

Advertising agency Saatchi-Saatchi, which last year jumped from four to number 10, fell back four to number 14. Paramount, boosted by revenue from the TVX Broadcast Group, moved from 16 last year to 11.

Gone from this year's chart are General Instrument, which went private (General Instrument was ranked 13 in last year's survey), and MCA, which was acquired by Matsushita, and was ranked 14.

Last year, the 100th company listed was Fries Entertainment, with an ECI revenue of $23 million. This year, Fries moved up seven to number 93 with an ECI revenue of $29 million, and All American TV was the 100th company with an ECI revenue of $18.5 million.

As has been the case for the past few years, the price of admission to the Top 100 was reduced. One reason: mergers and buyouts have opened up more space. Companies on the 1990 chart not appearing on this chart include TVX Broadcast Group, which is now 100%-owned by Paramount Communications, and Oak Industries, which sold its communications division. Also gone are Qintex, MGM (now part of Pathe) and Univision Holdings. Already one can see how next year's list will change, since 78th-ranked Financial News Network is now owned by number three-ranked General Electric.

The following two-page chart lists each company's ECI ranking, revenue and percentage of total revenue. The fourth column shows the company's total revenue, followed by the percent change in revenue from the previous year. Total earnings and percent change from the previous year in that category complete the information on the chart. Comparisons to last year's chart may not be an effective barometer of change in revenue or income because companies often adjust financial statements on a year-to-year basis because of consolidations or reclassifications of business subsidiaries. Those percent changes from 1989 are provided by the companies and not from BROADCASTING's 1990 Top 100 chart.

To determine ECI revenue, BROADCASTING used information provided by the companies and analysts. **-JF**

The Broadcasting

ECI Rank	Company	ECI Revenue (in millions)	ECI % of Total Rev.	1990 Total Revenue (in millions)	% Chg. From '89	1990 Total Earnings (in millions)	% Chg. From '89
1	Capital Cities/ABC	$4,283.6	80%	$5,385.6	9%	$477.8	-2%
2	CBS	$3,261.2	100%	$3,261.2	10%	$100.8	-63%
3	General Electric	$3,236.0	6%	$58,414.0	7%	$4,303.0	9%
4	TCI	$2,942.0	81%	$3,625.0	20%	($287.0)	NM
5	Time Warner	$2,533.8	22%	$11,517.0	6.8%	$-256.0	NM
6	Sony	$2,667.4	10.4	$25,649.0	39%	$829.3	26.6%
7	Viacom	$1,599.6	100%	$1,599.6	11%	($89.8)	NM
8	WPP	$1,509.6	66.8%	$2,259.2	37%	$90.3	53.8%
9	News Corp.	$1,442.0	21%	$6,719.7	5%	$263.2	-72%
10	Turner Broadcasting	$1,316.7	94%	$1,393.5	31%	$4.6	NM
11	Paramount	$1,193.5	31%	$3,869.0	14%	$259.1	-82.3%
12	HSN	$1,008.0	100%	$1,008.0	30.2%	$38.8	NM
13	Continental Cablevision	$938.0	100%	$938	20%	($197.4)	NM
14	Saatchi-Saatchi	$835.2	61%	$1,369.2	-16.7%	($166.4)	NM
15	Matsushita	$819.6	1.75%	$46,800.0	24%	$1,836.0	22.8
16	QVC Network	$776.0	100%	$776.0	71%	($17.0)	NM
17	Westinghouse	$750.0	6%	$12,915.0	1%	$268.0	(71%)
18	Interpublic	$684.1	50%	$1,368.2	8.9%	$80.1	13.4%
19	Tribune	$623.9	27%	$2,353.0	-4%	($63.5)	NM
20	Comcast	$591.8	90%	$657.0	17%	($178.4)	NM
21	Walt Disney	$584.4	10%	$5,843.7	27%	$824.0	17%
22	Cablevision Systems	$563.0	100%	$563.0	14%	($271.4)	NM
23	SCI Holdings	$553.1	100%	$553.1	7%	($148.9)	NM
24	Harris Corp.	$549.5	18.5%	$3,052.7	38%	$130.7	513%
25	Omnicom	$530.2	45%	$1,178.2	17%	$52.0	11%
26	Times Mirror	$475.8	13%	$3,633.2	3%	$180.5	-40%
27	King World	$453.7	100%	$453.7	14.4%	$84.1	10.5%
28	Scientific Atlanta	$430.0	70%	$614.3	12%	$44.3	22%
29	Gannett	$396.7	12%	$3,441.6	-2%	$377.0	-5%
30	Multimedia	$345.4	72%	$480.7	3.8%	$45.6	17.8
31	Scripps Howard Broadcasting	$325.6	100%	$325.6	6%	$30.0	43%
32	Washington Post	$324.9	23%	$1,438.6	—	$174.6	12%
33	Tektronix	$301.5	21.4%	$1,408.3	-1.7%	($92.6)	NM
34	BHC Communications	$278.1	100%	$278.1	13%	$481.2	-41%
35	Grey	$269.5	56%	481.3	17%	$14.6	4.5%
36	Great American Communications	$263.3	82%	$322.4	7%	($39.0)	NM
37	3M	$260.4	2%	$13,021.0	8.6%	$1308.0	5.1%
38	Century **	$257.6	93%	$277.0	20%	($64.5)	NM
39	Dun & Bradstreet	$240.8	5%	$4,817.7	11.5%	$508.2	-13.3%
40	SCI Television	$234.0	100%	$234.0	3%	$22.9	NM
41	Control Data Co.	$230.6	13.6	$1,691.0	42.3	$2.7	NM
42	Adelphia	$229.6	100%	$229.6	22%	($156.9)	NM
43	Orion	$209.7	36%	$584.2	20%	($63.0)	NM
44	GM Hughes	$205.0	1.75%	$11,723.0	3.2%	$726.0	-7%
45	A.H. Belo	$192.5	44%	$43[illegible].1	5%	$29.6	26%
46	Eastman Kodak	$189.0	1%	$18,908.0	3%	$703.0	33%
47	Pinelands Inc.	$181.1	100%	$181.1	15%	($5)	NM
48	Spelling Entertainment	$154.0	97.4	$158.0	9.7%	$6.5	-48%
49	Media General	$153.4	25%	$613.2	1%	$25.5	23%
50	Midwest Communications	$152.4	80%	$190.5	18%	($1.6)	NM

Top 100 Companies

ECI Rank	Company	ECI Revenue (in millions)	ECI % of Total Rev.	1990 Total Revenue (in millions)	% Chg. From '89	1990 Total Earnings (in millions)	% Chg. From '89
51	Varian	$139.1	11%	$1,264.8	3.7%	($4.1)	NM
52	LIN Broadcasting	$134.5	36%	$378.1	51%	($222.8)	NM
53	Westwood One	$131.3	90%	$145.9	11.7%	-$18.2	NM
54	FCB	$128.4	38%	$338.1	3.7%	$21.6	10.2
55	Telemundo Group	$127.8	100%	$127.8	10%	($11.9)	NM
56	Jefferson-Pilot Corp.	$127.3	11%	$1,162.6	2%	$157.6	14%
57	Pulitzer Publishing	$115.5	29%	$402.8	—	$12.5	-33%
58	TCA Cable TV	$113.7	100%	$113.7	44%	$4.8	-56%
59	Infinity	$112.1	100%	$112.1	4%	($39.7)	NM
60	Meredith	$111.8	15%	$735.4	6%	($26.4)	NM
61	Malrite Communications	$108.9	100%	$108.9	-1%	($17.7)	NM
62	Gillett Holdings**	$105.0	13%	$790.0	2%	NA	NM
63	McGraw-Hill	$104.0	5%	$1,938.6	8%	$172.5	261%
64	Emmis **	$103.0	100%	$103.0	38%	NA	NM
65	ML Media	$93.6	100%	$93.6	6%	($41.5)	NM
66	Jones Intercable	$91.1	100%	$91.1	38%	($22.9)	NM
67	Liberty Corp.	$87.3	26%	$334.1	-6%	$25.2	-26%
68	Zenith	$84.6	6%	$1,409.9	-8.9%	($63.3)	NM
69	Jacor	$80.0	100%	$80.0	4%	($20.7)	NM
70	Pathe	$78.8	15%	$525.9	50%	($107.6)	NM
71	Park Communications	$71.8	45%	$159.6	-2%	$18.9	1%
72	Lee Enterprises	$71.3	25%	$278.5	7%	$43.5	1%
73	Comsat	$68.5	15%	$456.8	11%	($16.3)	NM
74	IDB	$64.8	75%	$86.5	42%	$0.65	-96.3%
75	C-TEC	$63.9	31.9%	$200.4	24.4%	($9.6)	NM
76	Ackerly	$63.4	33%	$159.1	9%	($14.5)	NM
77	Burnham Broadcasting	$62.9	100%	$62.9	15%	($18.2)	NM
78	Clear Channel Communications	$60.3	100%	$60.3	32%	($0.4)	NM
79	American Family Corp.	$59.8	2%	$2,678.3	10%	$117	53%
80	Outlet Communications	$55.7	100%	$55.7	-44%	$6.1	-62%
81	FNN	$52.6	100%	$52.6	18%	($72.4)	NM
82	Heritage Media	$51.0	25%	$203.9	24%	($28.8)	NM
83	New York Times	$50.4	3%	$1,776.8	—	$64.8	76%
84	C-COR	$48.2	80%	$60.3	12.1%	$5.5	6.2%
85	United Video	$47.0	100%	$47.0	21.7%	$1.3	NM
86	Carolco	$42.1	15.7%	$269.1	90%	$17.3	23.2%
87	Burnup & Sims	$39.8	20.6%	$192.7	8%	$0.785	-91.5%
88	Falcon Cable	$39.3	100%	$39.3	30%	($11.6)	NM
89	Chyron	$33.0	100%	$33.0	-25%	($10.0)	NM
90	Motorola	$32.6	0.3%	$10,885.0	13.1%	$499.0	0.2%
91	dick clark	$30.3	100%	$30.3	18.3	$1.4	40%
92	Republic Pictures	$30.1	52.5%	$57.3	23.2%	$0.777	-24.7%
93	Fries Entertainment	$29.0	66%	$44.0	26.4%	($5.6)	NM
94	Reuters	[illegible]	2%	$1,369.0	15.3%	$320.1	13%
95	Stauffer Communications	$26.7	20%	$133.6	0.8%	$5.0	-3.2%
96	Playboy	$26.0	15.4%	$168.0	1%	$6.2	NM
97	Cohu Inc.	$24.5	55.8%	$43.9	24.6%	$4.4	3.3%
98	Osborn Communications	$23.8	100%	$23.8	22.4%	($4.5)	NM
99	Wegener Corp.	$22.4	81%	$27.6	-9.2%	($2.6)	NM
100	All American TV	$18.5	100%	$18.5	9.4%	$0.255	-60%

** All data for company based on estimates NA - Not available NM - Not meaningful

ROSS TOPS LIST OF MEDIA MONEY MAKERS

Annual Fifth Estate survey shows Time Warner chairman doubling his 1989 salary; Disney Chairman and CEO-Michael Eisner is again second

Topping BROADCASTING's annual sampling of Fifth Estate salaries was Time Warner Chairman and Co-Chief Executive Officer Steven Ross, who made $78.1 million in 1990. That more than doubled his 1989 salary of $34.2 million and put him well above Time Warner President and Co-Chief Executive Officer Nick Nicholas, who earned $2,362,306 in 1990, compared to $1,973,559 in 1989.

Disney Chairman and Chief Executive Officer Michael Eisner was again second behind Ross with a salary of $11,233,229, compared to the $9,589,360 he made in 1989. Disney President and Chief Executive Officer Frank Wells earned $5,641,615 in 1990, compared to $4,819,680 in 1989.

On the network side, CBS Chairman, President and Chief Executive Officer Larry Tisch made $1,457,489 in 1990 compared to $1,325,866 in 1989. Other top CBS executives made the following: Howard Stringer, president, CBS/Broadcast Group, $896,627; Jeff Sagansky, president, CBS Entertainment Division, $775,594, and CBS News President Eric Ober, who made $550,530 in 1990. Peter Lund, executive vice president, CBS/Broadcast Group, made $1,586,882, $1,487,500 of which represented the agreed upon loss to him of anticipated benefits from stock options that lapsed upon leaving his previous employment, according to CBS's proxy statement.

Salaries at Capital Cities/ABC declined slightly this year. President, Chief Executive Officer and Chief Operating Officer Dan Burke made $907,100 in 1990, compared to $1,042,507 in 1989, while Chairman Thomas Murphy made $891,000 last year, compared to $1,089,132 in 1989. John Sias, executive vice president, ABC TV Network, made $771,900 in 1990, off by over $100,000 from his 1989 salary of $883,132. Michael Mallardi, senior vice president and president of the Broadcast Group, saw his 1990 salary increase to $760,500 compared to $753,314 in 1989.

Among the highest compensated in the group owner category are Ward L. Huey, vice chairman and president, A.H. Belo Broadcasting (five TV's), at $607,883 (compared to $526,574 in 1989); Ken J. Elkins, senior vice president, broadcasting, Pulitzer Publishing (one AM, one FM, seven TV's), at $373,634 (compared to $466,037); and Lawrence Fraiberg, Pinelands (WWOR[TV] New York) chairman and chief executive officer at $478,510 and Michael B. Alexander, Pinelands president and chief operating officer at $349,103.

Top earner Steve Ross of Time Warner

On the cable side, Tele-Communications Inc. President John C. Malone, made $454,140 in 1990, compared to $400,000 in 1989. John W. Goddard, senior vice president and chief executive officer, Viacom Cable, made $1,103,795 in 1990, compared to $1,056,598 in 1989.

The term "cash compensation" includes salary and bonuses, but not the exercise of stock options, which typically allow an executive to purchase stock at any time during a period of years at a set price. At King World, for example, Steven Hirsch exercised options on 38,160 shares for a net value of $679,439, and Jeffrey Epstein exercised options on 30,000 shares for a net value of $847,200.

Bonuses can also be a significant source of compensation. Disney head Michael Eisner has a base salary of $750,000. However, he made $10,483,229 in bonuses. Eisner's agreement with Disney provides an annual bonus equal to 2% of the amount by which the company's net income for the fiscal year exceeds the amount representing a return on stockholders' equity of 9% for 1990 and prior years and 11% after 1990.

The huge salaries of some chief executives are rubbing Senator Carl Levin (D-Mich.) the wrong way. Levin, who is chairman of the Senate Oversight of Government Management Subcommittee, said he has introduced a bill to allow stockholders to vote on salaries and other compensation of chief executives. Levin was quoted in one published report as saying stockholders "ought to have the right to question inappropriate executive pay at their annual shareholder meetings—after all, it is their money."

[The chart below provides information on executives' salaries. An asterisk by a name means that a person is no longer in that position.] **–JF,GF**

Company	*1990 Title*	*Cash Compensation*
Ackerley Communications		
Barry A. Ackerley	Chair/CEO	$571,000
Donald E. Carter	Pres/COO	$223,000
Adelphia Communications		
John J. Rigas	Chair/Pres/CEO	$506,731
Michael J. Rigas	VP ops	$84,231
Timothy J. Rigas	Senior VP/CFO/treas	$84,231
James P. Rigas	VP ops	$84,231
Daniel R. Milliard	VP/sec/gen counsel	$150,000
American Television & Communications		
Joseph J. Collins	Chair/CEO	$1,550,000
James H. Doolittle	Pres/COO	$1,035,000
A.H. Belo		
Robert W. Decherd	Chair/CEO	$1,014,250
Ward L. Huey Jr.	Vice Chair/Pres bcst	$607,883
CBS		
Laurence A. Tisch	Chair/Pres/CEO	$1,457,489
Howard Stringer	Pres CBS/Bcst Group	$896,627
Peter A. Lund	Ex VP CBS/Bcst Group	$1,586,882
Jeffrey F. Sagansky	Pres CBS Ent	$775,594
Eric W. Ober	Pres CBS News	$550,530
Cablevision Systems Corp.		
Charles F. Dolan	Chair/CEO	$1,100,000
John Tatta	Pres	$950,000
James Kofalt	Ex VP/COO	$700,000
William J. Bell	Vice Chair	$660,000
Marc A. Lustgarten	Vice Chair	$660,000
Capital Cities/ABC		
Daniel B. Burke	Pres/CEO/COO	$907,100
Thomas S. Murphy	Chair	$891,000
John B. Sias	Ex VP/Pres. ABC-TV Net	$771,900
Michael P. Mallardi	Sn VP/Pres. Bcst Grp	$760,500
Ronald J. Doerfler	Sn VP/CFO	$748,600
Carolco Pictures		
Mario Kassar	Chair	$1,500,000
Peter Hoffman	Pres/CEO	$881,250
Clear Channel Communications		
L. Lowry Mays	Pres/CEO	$574,349
Comsat		
Robert Wussler	Pres/CEO Video Ent	$450,012

Disney's Michael Eisner

Company	*1990 Title*	*Cash Compensation*
Disney		
Michael Eisner	Chair/CEO	$11,233,229
Frank Wells	Pres/COO	$5,641,615
Durham Co.		
F.P. Coley	Executive VP	$159,763
Fries Entertainment		
Charles W. Fries	Chair/CEO	$1,034,816
Great American Communications		
George E. Castrucci	Pres/Ex VP/COO	$370,000
Charles S. Mechem Jr.	Pres	$314,000*
Gannett		
John J. Curley	Chair/Pres/CEO	$1,300,000
Douglas McCorkindale	Vice Chair/CFO	$1,030,000
General Electric		
John F. Welch Jr.	Chair/CEO	$2,982,873
Heritage Media		
David N. Walthall	Pres/CEO	$323,939
Paul W. Fiddick	Ex VP/Pres Radio Grp	$185,265
James J. Robinette	Ex VP/Pres TV Grp	$172,680
Imagine Entertainment		
Ron Howard	Co-CEO	$1,221,600
Brian Grazer	Co-CEO	$1,221,600
International Broadcast Systems		
Earl L. Jones	Chair/CEO/Pres	$251,098
Interpublic Group		
Philip Geier	Chair/Pres/CEO	$1,635,232
Robert James	Chair McCann-Ercksn	$966,466
Jacor		
Terry S. Jacobs	Chair/Pres/CEO	$400,635
Jones Intercable		
Glenn R. Jones	Chair/CEO	$575,000
King World		
Roger King	Chair	$1,885,000
Michael King	Pres/CEO	$1,885,000
Stephen Palley	Ex VP/COO	$722,000
Steven Hirsch	Pres Camelot Ent.	$500,000
Jeffrey Epstein	CFO	$300,000
Kushner-Locke		
Donald Kushner	Co-Chair/CEO/CFO	$636,250
Peter Locke	Co-Chair/Pres	$636,250
LIN Broadcasting		
Gary Chapman	Pres LIN TV Group	$425,000
Frank A. O'Neil	Pres KXAS-TV Ft. Worth	$180,000*

Company	*1990 Title*	*Cash Compensation*
Meredith		
Jack D. Rehm	Pres/CEO	$532,484
McGraw-Hill		
Joseph L. Dionne	Chair/CEO	$1,153,127
Multimedia		
Walter E. Bartlett	CEO	$596,169
James T. Lynagh	Pres/COO	$424,756*
Orion Pictures		
Arthur Krim	Chair	$809,500
Eric Pleskow	Pres/CEO	$809,500
William Bernstein	Ex VP	$809,500
Gary Nardino	Chair/CEO Orion TV	$807,077
Paramount Communications		
Martin S. Davis	Chair/CEO	$3,645,600
Pinelands		
Lawrence Fraiberg	Chair/CEO	$478,510
Michael B. Alexander	Pres/COO	$349,103
Pulitzer		
Joseph Pulitzer Jr.	Chair	$655,200
Michael E. Pulitzer	Pres/CEO	$615,800
Ken J. Elkins	Sn VP Broadcasting	$373,634
Scripps Howard		
Richard J. Janssen	Pres	$394,000
Frank Gardner	VP	$218,000*
Kenneth W. Lowe	VP	$200,000
James P. Fox	VP	$195,000
Thomas C. Griesdorn	VP	$193,000

CBS's Laurence Tisch

Company	*1990 Title*	*Cash Compensation*
TCA Cable TV		
Robert M. Rogers	Chair/CEO	$162,721
Fred R. Nichose	Pres/COO	$135,066
Tele-Communications Inc.		
Bob Magness	Chair	$454,136
John C. Malone	Pres	$454,140
Donne F. Fisher	Treas/Sn VP	$329,133
J.C. Sparkman	Ex VP	$329,128
John J. Sie	Sn VP	$251,211
Telemundo		
Donald G. Raider	Ex VP/COO	$451,831*
Carlos R. Barba	Sn VP prog, promo	$362,250*

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Company	*1990 Title*	*Cash Compensation*
Peter J. Housman II	Sn VP/Treas/CFO	$283,958
W. Gary McBride	Sn VP mktg, sales	$273,722
Times Mirror		
Robert F. Erburu	Chair/CEO	$881,971
David Laventhol	Pres	$584,462
Donald F. Wright	Sn VP	$319,189
Time Warner		
Steven Ross	Chair/Co-CEO	$78,176,492
N.J. Nicholas Jr.	Pres/Co-CEO	$2,362,306
J. Richard Munro	Chair ex comm	$1,524,326
Turner Broadcasting Systems		
R.E. Turner	Chair/Pres	$879,603
Terence F. McGuirk	VP/Dir	$584,777
Tribune		
James C. Dowdle	Pres/CEO bcstg	$603,502
United Artists Entertainment		
Stewart D. Blair	Vice Chair/CEO	$493,191
Fred Vierra	Pres/COO	$323,393
United Television		
Garth S. Lindsey	Ex VP/CFO/Sec	$185,000
Viacom		
Frank J. Biondi Jr.	Pres/CEO	$1,459,229
Neil S. Braun	Sn VP/Chair Pictures	$631,442
John W. Goddard	Sn VP/Pres/CEO Cable	$1,103,795
Henry S. Schleiff	Sn VP/Chair/CEO Bcstg	$1,051,923
Washington Post		
Katharine Graham	Chair	$554,986
Howard E. Wall	Pres cable div	$422,875
Westinghouse		
B.B. Staniar	Chair Bcstg	$729,996

TCI's John Malone

SEC FILINGS: BEYOND THE NUMBERS

Details are present in financial statements that provide insights into the workings of companies and their executives

The media recession has made annual report reading a more sobering experience this year. But beyond the numbers, there are insights in the text that accompany the financial statements that are diverse and sometimes even entertaining. Some examples:

■ Details provided in the financial statement of Pinelands Inc., parent company of WWOR-TV, suggest it had a reason to hope NBC would not renew *Cosby:* "If there is an eighth network season of *The Cosby Show*, the company will become committed to the third and final automatic extension of the license agreement in the fall of 1991. Based upon the company's current revenue estimate for *The Cosby Show*, it is likely that the company would be required to record a writedown at that time if an eighth season is produced."

■ Carolco Pictures Inc. Chairman Mario Kasser was reimbursed $259,000 by the studio for security services, according to Carolco's 10-K. Kasser was also reimbursed $42,200 for nonaccountable travel and entertainment expenses.

■ Fries Entertainment, which is in the process of trying to obtain additional equity, spent $205,400 for a car and chauffeur for Chief Executive Charles Fries and $122,000 for a new screening room at his home.

■ As previously noted ("Closed Circuit," March 11) TCA Cable TV's proxy details a substantial reduction in controlling ownership of the Tyler, Tex.-based MSO. TCA Chairman Bob Rogers now solely owns about 20% of the stock, down from roughly 35% in the prior-year reporting period. The missing 15% is now in the hands of his ex-wife, Louise Rogers, from whom he was recently divorced. Both continue to jointly own a corporation that has an additional 5% of stock.

□

One line that has begun to appear in financial statements is "cash flow." Several years ago, several broadcasters attempted to inform shareholders of cash flow data they felt to be more meaningful than net earnings, but efforts were frustrated by the Securities and Exchange Commission. But in the latest annual reports, companies such as A.H. Belo and Outlet Communications include the figure. The former defines it as operating income before depreciation and amortization; the latter, as operating income before depreciation.

■ Another radio group owner may join the ranks of broadcasters with ownership in a major league baseball team. Jacor Communications noted it has the right, subject to approval from its lenders, to invest $1 million as a limited partner in the application for a major league baseball franchise in Denver. The Cincinnati-based group owner also said that because Universal Broadcasting's Martin Kosofsky now has an attributable—for FCC purposes—interest in Jacor, "the company is currently restricted to the future acquisition of two AM stations and three FM stations and may not be able to acquire stations in the major markets of New York, Los Angeles, Chicago, Pittsburgh, St. Louis and Indianapolis."

Acquisition footnotes in two annual reports detail the range of how TV station prices are allocated. Pulitzer said slightly more than half of the $37.8 million it paid for WDSU-TV New Orleans was allocated to intangibles, including FCC licenses, network affiliations and "...programing contracts and advertising client base." Only 1% of the price was allocated to "goodwill." Heritage Media said roughly half of the $4.2 million purchase price for stations it bought went to goodwill.

■ Meredith noted that at the time its year-end statement was compiled, Internal Revenue Service rules prohibited the company from claiming any income tax benefit upon the sale of MMT, a television ad sales representation firm. Meredith had realized an economic loss on the wholly owned subsidiary. But since the statement was issued, the IRS has revised its rules and the current year's statement will include the tax gain.

■ Among other legal matters, Telemundo updated references to a lawsuit filed against it by John Blair Communications. In John Blair Communications et al. v. Reliance Capital Group L.P., the plaintiffs allege Telemundo's parent company, Reliance Capital, made fraudulent representations in connection with obstacle left is securing every available wireless channel, to foreclose the possibility of a wireless overbuilder.

The two men described the current Soviet telecommunications as similar to the U.S.'s in 1950, and said they are part of a movement that will bring it into the 1970's. The biggest challenge—and worry—for the venture, he said, was not overdoing it at first. For better or worse, Schmidt said: "We're going to change their lives." —PJS

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WSPD(AM)-WLQR(FM) Toledo, Ohio □ Sold by Toledo Broadcasting Co. to Stratford Research for $4 million cash. Stations were purchased in 1986 for $15 million ("Changing Hands," Sept. 15, 1986). **Seller** is subsidiary of Commonwealth Communications Services Inc., headed by David M. Detweiler, and is also licensee of WHP-AM-FM-TV Harrisburg, Pa. **Buyer**, headed by Lewis W. Dickey Jr., is Toledo-based national market research and strategy consulting firm. WSPD is fulltimer with news-talk format on 1370 khz and 5 kw. WLQR has adult contemporary format on 101.5 mhz with 19.1 kw and antenna 810 feet. *Broker: The Ted Hepburn Co.*

WCRJ-FM Jacksonville, Fla. □ Sold by Hoker Broadcasting to Paxson Broadcasting for $3.5 million. Hoker Broadcasting recently sold co-owned WRXJ(AM) Jacksonville, Fla. for $425,000 ("Changing Hands," May 27). Sale of combo to Ragan Henry Group in 1989 for $8.6 million fell through ("Changing Hands," June 26, 1989). **Seller** is headed by Jay Hoker, and also owns WCRJ-FM Jacksonville, FL; WMLX(AM) Florence (Cincinnati), Ky.; WDFX(FM) Detroit (sold pending FCC approval); KCFX(FM) Harrisonville (Kansas City), Mo., and WOFX(FM) Fairfield (Cincinnati), Ohio. **Buyer** is headed by Lowell "Bud" Paxson, former president and CEO of Home Shopping Network; he presently has no other broadcast interests. WCRJ-FM has country format on 107.3 mhz with 100 kw and antenna 350 feet above average terrain. *Broker: Media Venture Partners.*

KMCE(AM) Rancho Cordova, Calif. □ Sold by Minority Communications of California Inc. to Fuller-Jeffrey Broadcasting Corp. for $1 million. Price includes ~~$950,000~~ cash at closing and $50,000 escrow deposit. Sale is contingent on either sale of contour-overlapping KRCX(AM) Roseville, Calif., or waiver of FCC regulations until applicant can divest itself of

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ $1,740,450 □ 4
FM's □ $337,000 □ 3
AM-FM's □ $4,203,634 □ 3
TV's □ $1,800,000 □ 2
Total □ $8,081,084 □ 12

Year to Date:
AM's □ $46,653,668 □ 108
FM's □ $81,663,772 □ 114
AM-FM's □ $125,283,542 □ 88
TV's □ $258,499,000 □ 38
Total □ $512,099,982 □ 348

For 1990 total see Jan. 7, 1991 BROADCASTING.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/27	ABC 8.9 / 16			MACGYVER (56) [7.0 / 15] 7.3 / 14	8.4 / 15	ABC MONDAY NIGHT MOVIE—B. L. STRYKER: PLATES (41) [9.5 / 17] 8.6 / 15	9.2 / 16	10.3 / 19	9.8 / 19
	CBS 10.8 / 20			EVENING (33) SHADE 9.9 / 19	MAJOR (20) DAD 11.4 / 21	MURPHY (5) BROWN 13.8 / 24	DESIGNING (5) WMN. 13.8 / 24	GOOD (51) SPORTS 8.6 / 16	GOOD SP. (63) SPORTS 7.0 / 14
	NBC 8.8 / 16			FRESH (24) PRINCE 11.0 / 21	BLOSSOM (48) 8.8 / 16	NBC MONDAY NIGHT MOVIE—THREE ON A MATCH (53) [8.3 / 15] 8.1 / 14	8.4 / 14	8.6 / 16	8.2 / 16
	FOX 6.3 / 11			FOX NIGHT AT THE MOVIES—BLOOD TIES (67) [6.3 / 11] 6.1 / 12	6.7 / 12	6.3 / 11	6.0 / 10		
TUESDAY 5/28	ABC 13.6 / 24			WHO'S THE (25) BOSS 10.7 / 20	HEAD OF (28) CLASS 10.5 / 19	ROSEANNE (1) 17.2 / 29	COACH (2) 15.6 / 26	THIRTYSOMETHING (4) [13.9 / 24] 13.8 / 24	14.0 / 25
	CBS 11.9 / 23			RESCUE 911 (8) 13.3 / 24 12.3 / 23	14.3 / 26	CBS TUESDAY NIGHT MOVIE— BLUEGRASS PT.2 (13) [12.7 / 22] 12.0 / 20	12.4 / 21	13.3 / 23	13.1 / 23
	NBC 10.0 / 18			MATLOCK (25) [10.7 / 20] 10.3 / 19	11.0 / 20	NBA PLAYOFF— L.A. LAKERS VS. PORTLAND (31) [10.1 / 18] 8.8 / 16	9.8 / 17	9.6 / 16	10.5 / 18
WEDNESDAY 5/29	ABC 9.0 / 17			WONDER (37) YEARS 9.8 / 19	GROWING (37) PAINS 9.8 / 18	DOOGIE (22) M.D. 11.3 / 20	ANYTHING (40) B.LOVE 9.6 / 17	EDDIE DODD (64) [6.8 / 13] 6.8 / 13	6.8 / 13
	CBS 9.3 / 18			ROCKY & (69) BULLW. 6.1 / 12	CLAY- (74) MATION 5.9 / 11	JAKE AND FAT MAN (31) [10.1 / 18] 9.5 / 17	10.7 / 19	48 HOURS (16) [11.9 / 23] 12.4 / 23	11.3 / 22
	NBC 10.5 / 19			UNSLVD. MYSTERIES (12) [12.8 / 24] 11.7 / 23	13.8 / 25	NIGHT (33) COURT 9.9 / 18	DEAR (44) JOHN 9.1 / 16	QUANTUM LEAP (44) [9.1 / 17] 8.9 / 16	9.3 / 18
THURSDAY 5/30	ABC 7.6 / 14			FATHER DOWLING (60) [7.2 / 14] 6.8 / 13	7.6 / 15	MY LIFE & (66) TIMES 6.5 / 12	MY LIFE & (69) TMS. SP. 6.1 / 11	PRIMETIME LIVE (43) [9.2 / 17] 9.0 / 16	9.3 / 18
	CBS 9.2 / 17			TOP COPS (48) [8.8 / 17] 8.2 / 16	9.4 / 18	ANTAGONISTS (48) [8.8 / 16] 8.5 / 16	9.1 / 16	AMERICAN STORY (33) [9.9 / 18] 9.3 / 17	10.5 / 20
	NBC 11.0 / 20			COSBY (27) 10.6 / 21	CHEERS SP.(23) 11.1 / 21	NBA PLAYOFF— PORTLAND VS. L.A. LAKERS (17) [11.8 / 22] 9.8 / 18	11.0 / 20	11.4 / 20	12.0 / 22
	FOX 8.6 / 16			SIMPSONS (39) 9.7 / 19	BABES (67) 6.3 / 12	BEVERLY HILLS 90210 (44) [9.1 / 16] 8.6 / 16	9.6 / 17		
FRIDAY 5/31	ABC 12.6 / 26			FULL (10) HOUSE 12.9 / 28	FAMILY (9) MAT. 13.2 / 28	PERFECT (15) STRGN. 12.1 / 24	GOING (30) PLACES 10.3 / 20	20/20 (7) [13.6 / 27] 13.2 / 26	13.9 / 28
	CBS 6.6 / 13			GUNS OF PARADISE (80) [5.3 / 11] 5.2 / 11	5.5 / 12	CBS FRIDAY NIGHT MOVIE—BABY GIRL SCOUT (60) [7.2 / 14] 6.5 / 13	7.1 / 14	7.5 / 15	7.9 / 16
	NBC 5.3 / 11			HUNTER (83) [5.1 / 11] 5.0 / 11	5.2 / 11	L.A. LAW SP. (80) [5.3 / 10] 4.8 / 10	5.8 / 11	MIDNIGHT CALLER (76) [5.5 / 11] 5.3 / 10	5.7 / 11
	FOX 4.7 / 10			AMERICA'S MOST (78) [5.4 / 12] WANTED 5.1 / 11	5.8 / 12	DEA: SP. TASK FORCE (88) [4.0 / 8] 3.8 / 8	4.2 / 8		
SATURDAY 6/1	ABC 5.9 / 13			YOUNG RIDERS (78) [5.4 / 13] 4.9 / 12	5.9 / 14	ABC SATURDAY NIGHT MOVIE—RHINESTONE (69) [6.1 / 13] 5.3 / 11	5.6 / 11	6.5 / 13	6.9 / 14
	CBS 6.6 / 14			FLASH (84) [5.0 / 12] 4.6 / 11	5.5 / 13	CBS SATURDAY NIGHT MOVIE—KISS SHOT (59) [7.4 / 15] 5.6 / 12	7.2 / 15	8.1 / 16	8.7 / 18
	NBC 8.4 / 18			AMEN (65) 6.7 / 17	AMER. (58) DREAM. 7.5 / 18	GOLDEN (33) GIRLS 9.9 / 21	EMPTY (28) NEST 10.5 / 21	SISTERS (55) [7.9 / 16] 8.0 / 16	7.8 / 16
	FOX 4.0 / 9			TLY. HID. (90) VIDEO 3.7 / 9	YEAR- (91) BOOK 2.5 / 6	COPS (85) 4.5 / 10	COPS 2 (82) 5.2 / 11		
SUNDAY 6/2	ABC 8.5 / 16	LIFE GOES ON (75) [5.6 / 12] 4.9 / 11	6.3 / 13	AMR. FUN (18) VIDEO 11.7 / 22	AMR. FUN (19) PLP. 11.6 / 21	ABC SUNDAY NIGHT MOVIE—BABY M PT. 1 (52) [8.4 / 15] 7.1 / 12	8.3 / 14	8.8 / 16	9.6 / 18
	CBS 11.4 / 22	60 MINUTES (3) [15.2 / 34] 14.3 / 33	16.2 / 34	SUNDAY * (20) DINNER 11.4 / 22	ALL IN THE (10) FMLY 12.9 / 24	TONY AWARDS (47) [8.9 / 16] 10.2 / 18	9.2 / 16	8.7 / 15	8.3 / 16
	NBC 8.8 / 17	OUR SHINING SP.(87) [4.1 / 9] MOMENTS 4.2 / 10	4.0 / 8	EXPOSE (72) 6.0 / 11	REAL LIFE (60) 7.2 / 13	NBC SUNDAY MOVIE—MURDER IN HIGH PLACES (14) [12.3 / 22] 12.0 / 21	12.4 / 21	12.6 / 22	12.2 / 23
	FOX 6.3 / 12	TRUE CLR. (89) 3.8 / 9	P. LEWIS (86) 4.4 / 9	IN LIVING (57) COLOR 7.7 / 15	GET A LIFE (72) 6.0 / 11	MRD. WITH (41) CHILD. 9.5 / 17	TOP OF (54) HEAP 8.1 / 14	SUNDAY COMICS (76) [5.5 / 10] 5.7 / 10	5.2 / 10

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 9.4 / 18	CBS 9.6 / 18	NBC 9.0 / 17	FOX 6.0 / 12
SEASON PRIME TIME AVERAGE	ABC 12.1 / 20	CBS 12.0 / 20	NBC 12.4 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (00)—RANKING [00]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN partnership, and Giordano and Murphy own less than 1% of other publicly traded broadcasting companies. They are also officers (Giordano 48%) of April Broadcasting Inc., licensee of WBLX(AM)-WBLX-FM Mobile, AL. Action May 21.

■ **WBBC-AM-FM Blackstone, VA** (AM: BAL910410EA; 1440 khz; 5 kw-D; FM: BALH910410EB; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Granted assignment of license from Blackstone Communications Inc. to Denbar Communications Inc. for $175,000. Seller is headed by Michael C. Rau, and has no other broadcast interests. Buyer is headed by Dennis G. Royer Sr. (50%) and Barbara T. Royer (50%), husband and wife. Dennis Royer is 10% owner of CRS Communications Inc., licensee of WJJS(AM)-WXYU(FM) Lynchburg, VA. Action May 15.

■ **WRPQ(AM) Baraboo, WI** (BTC901019EG; 740 khz; 250 w-D)—Granted transfer of control within Baraboo Broadcasting Corp. for $125,000. Sellers are Robert A. Jones and Patricia Jones, and have no other broadcast interests. Buyer is Jeffery A. Smith, and has no other broadcast interests. Action May 22.

■ **KLGT(FM) Buffalo, WY** (BTCH910320HH; 92.7 mhz; 3 kw; ant. 26 ft.)—Granted transfer of control from Communications System III to Raymond and Karen McLean, et al., for $41,850 in stock transfer. Sellers are Lee and Emily Keith, husband and wife, who have no other broadcast interests. Buyers are McLeans, husband and wife, and Albert and Judy Wildeman, husband and wife, who have no other broadcast interests. Action May 21.

NEW STATIONS

Applications

■ **San Carlos, AZ** (BPH910516ML)—Desert West Air Ranchers Corp. seeks 103.7 mhz; 3 kw-H; ant. 91 m. Address: P.O. Box 36717, Tucson, AZ 85740. Principal is headed by Ted Tucker, and is permittee of KCDX(FM) Kearny, KTDX(FM) Winslow and KTTZ(FM) Ajo, all Arizona, and FM translators K224BN Sunflower; K265CW, K43CW and K21CX all Tucson; K280BU Flagstaff, and K285DL San Manuel, all Arizona, and LPTV K22CO Flagstaff, Arizona. Filed May 16.

■ **Zolfo Springs, FL** (BPH910503MQ)—Zolfo Springs Broadcasting Ltd. seeks 106.9 mhz; 6 kw; ant. 100 m. Address: 2521C Maryland Ave., Tampa, FL 33629. Principal is headed by Deidra W. Humphrey, and has no other broadcast interests. Filed May 3.

■ **Smithville, GA** (BPH910503MP)—Donald [illegible] Jones seeks 106.9 mhz; 6 kw; ant. 100 m. Address: 3017 Piedmont Rd. NE, Suite 200, Atlanta, GA 30305. Principal has interests in CP's for LPTV's to serve Daytona Beach, Cocoa Beach, Titusville, Sebastian, and St. Augustine, all Florida, and has interest in WNNQ(AM) Ashburn, GA. Filed May 3.

■ **Eagle, ID** (BPH910516MK)—Radio Representatives, Inc. seeks 107.9 mhz; 50 kw; ant. 126 m. Address: 2624 Ocotillo, P.O Box 5457, Santa Maria, CA 93456. Principal is headed by G. Dawn Delgatty and Norwood J. Patterson, and is permittee of KGDP(FM) Orcutt, CA and KIDH(AM) Eagle, ID, and licensee of KGDP(AM) Orcutt, CA.

■ **Eagle, ID** (BPH910516MM)—Eagle Broadcasting Inc. seeks 107.9 mhz; 1.10 kw; ant. 788 m. Address: 5000 Joe Lane, Nampa, ID 83651. Principal is headed by Humberto F. Fuentes, and has no other broadcast interests. Filed May 16.

■ **Eagle, ID** (BPH910516MN)—Moonbeam Inc. seeks 107.9 mhz; 1.14 kw; ant. 790 m. Address: P.O. Box 526, Nicasio, CA 94946. Principal is headed by Mary F. Constant, and has no other broadcast interests. Filed May 16.

■ **Eagle, ID** (BPH910516MO)—Cynthia A. Siragusa seeks 107.9 mhz; 1.17 kw; ant. 782 m. Address: 50 Park Terrace E., Apt. 3F, New York, NY 10034. Principal has no other broadcast interests. Filed May 16.

■ **Rexburg, ID** (BPED910509MB)—Ricks College Corp. seeks 91.5 mhz; 100 kw-H; ant. 12 m. Address: Ricks College, Rexburg, ID 83460. Principal is headed by Ezra Taft Benson, and is licensee of noncommercial educational KRIC(FM) Rexburg, ID. Principal is controlled by The Church of Jesus Christ of Latter-Day Saints and governed by board of trustees. Filed May 9.

■ **Mount Morris, IL** (BPH910514MC)—Golf Media Inc. seeks 95.7 mhz; 2.7 kw; ant. 151 m. Address: P.O. Box 9089, Downers Grove, IL 60515. Principal is headed by Daniel G. Dobrowolski, sole owner of Golf Media Inc., and has interests in licensees of LPTV's W54BH and W11CE both Madison, Wisconsin; and W68CF Tampa, FL, and holds CP for W34AW Sarasota, FL, and pending application for CP for K15DB Santa Barbara, CA. Filed May 14.

■ **Searsport, ME** (BPH910503MR)—Jonathan Lee Leveen seeks 101.7 mhz; 1.61 kw; ant. 191 m. Address: 59 Mechanic St., Camden, ME 04843. Principal is 100% owner of Northern Lights Broadcasting Co., permittee of WAVX(FM) Thomaston, ME. Filed May 3.

■ **Marquette, MI** (BPH910515ME)—Iron Range Broadcasting Co. Inc. seeks 94.1 mhz; 4.49 kw; 115 m. Address: 105 E. Kent St., P.O. Box 190, Iron Mountain, MI 49801. Principal is headed by Charles R. Henry and James A. Klungness, who own WMIQ(AM)-WIMK(FM) Iron Mountain, MI. Filed May 15.

■ **Coleraine, MN** (BPH910515MC)—Latto Northland Broadcasting Inc. seeks 95.1 mhz; 100 kw; ant. 176 m. Address: 419 W. Michigan St., Duluth, MN 55802. Principal is headed by Lewis M. Latto, who is 100% owner of licensees of WAKX(FM) Duluth, MN; KXTP(AM) Superior, WI; WEVE-AM-FM Eveleth, MN; and 14 FM Translator. Filed May 15.

■ **Mclain, MS** (BPH910515MD)—Community Broadcasting Co. Inc. seeks 96.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 723, Wiggins, MS 39577. Principal is headed by A. R. Byrd, and has no other broadcast interests. Filed May 15.

■ **Atlantic City** (BPED910509MA)—Atlantic City Board of Education seeks 88.9 mhz; .10 kw-V; ant. 35 m. Address: 1809 Pacific Ave., Atlantic City, NJ 08401. Principal is headed by Mrs. Dorothie W. Dorrington, and has no other broadcast interests. Filed May 9.

■ **Belvidere, NJ** (BPH910516MP)—South Jersey Radio Inc. seeks 107.1 mhz; 3 kw; ant. 100 m. Address: 1601 New Rd., Linwood, NJ 08221. Principal is headed by Howard L. Green, and is licensee of WOND(AM) Pleasantville, WONZ(AM) Hammonton, WMGM(FM) Atlantic City and WMGM-TV Wildwood, all New Jersey, and permittee of LPTV W07CE Atlantic City. Filed May 16.

■ **Belvidere, NJ** (BPH910515MF)—W.R.N.J. INC. seeks 107.1 mhz; 3.9 kw; ant. 120 m. Address: Box 1000, Hackettstown, NJ 07840. Principal is headed by Lawrence J. Tighe Jr. and Norman L. Worth. Tighe and Worth are owners, officers and directors of Radio

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	[illegible]64	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.[illegible] million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadca[illegible]g's own research.

C1750-1

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PBS discovers Columbus; BPME/BDA in Baltimore; CPT tries first-run

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An Administration who's who of Bush communications advisers

KRBC WXXA KOAT KLAX WTAJ KAMR KTUU WXIA
WJBF KXAN KGET WBAL WABI WBRZ KJAC
KTVQ WBNG WBMG KFYR KTVB WLVI KXLF WWTV
KTWO KWWL WCBD WDEF KRCR WCPO WEWS
KRDO KMIZ WTVM WBNS KXAS KWQC WDTN WAND
KUSA WHO WDIV KDLH KTSM WJET KEZI
WEHT KVRR WPDE WPTA WINK WCJB KJCT WOTV
KRTV WGBA WFMY WNCT WFSB WHLT KHNL
WOWK WAFF KPVI WTHR WJTV WTLV WJHL KODE
KSHB WATE WLAX KADN WILX KVBC WLEX
KASN KCAL KLBK WGXA WMTV WLUC KOBI/KOTI
WMC WISN KARE KPAX KNOE KCBA WAVY
KOSA KOCO KETV KTVO WPSD WMBB WHOI KPNX
KGW WNAC WPTF KOLO WTVR WSLS KAAL
KCRA WMDT KENS KICU WSAV WYOU KING KTAL
KELO WSPA KREM WWLP KYTV KTVI WIXT
WCTV WFLA KCEN WUPW WIBW KOLD KJRH [illegible]
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Four From the FCC

THIS WEEK

19 / FCC ACTION

The FCC had a busy and productive meeting last week, adopting a new "effective competition" standard that will expose thousands of cable systems to municipal rate regulation; carving out spectrum for digital audio broadcasting; settling—once and for all—what broadcasters' obligations are under the law requiring them to sell time to political candidates before elections at their largest discount or "lowest unit charge," and bringing some certainty to the authorization of satellite TV stations.

22 / MAY RATINGS BOOST

With most of the May rating books in, viewing to syndicated shows generally rebounded to normal levels after Persian Gulf war interruptions had caused a sharp drop in viewing last February.

23 / ABC AFFILIATES ADDRESS CONCERNS

Two dayparts of greatest concern to ABC affiliates—late night and daytime—are addressed at the network's annual meeting. There will be significant changes in both areas.

25 / TAKING THE FIELD

Television and radio outlets in Miami and Denver will soon vie for regional rights to carry Major League Baseball's newest franchises. Most players expect a more pitched battle in the Sunshine State.

ABC Entertainment President Robert Iger with Jamie Lee Curtis, Richard Lewis of 'Anything But Love' at ABC affiliate meeting (page 23)

26 / SPENDING MORE OVERSEAS

A U.S. Commission on Public Diplomacy said in a 56-page report released last week, that the government is spending too much on TV Marti. The report also recommended increased funding (primarily to the USIA) and consolidating all U.S. international radio and TV broadcast services into one organization.

28 / PBS FALL SHOWCASE

With a special emphasis on public TV's role in educating and informing Americans of all ages, about 750 noncommercial station executives met in Orlando, Fla., for the Public Broadcasting Service's annual meeting. A sneak preview of next fall's national schedule—including another history-based mini-series, *Columbus and the Age of Discovery*—and congratulations from President George Bush were among the highlights.

30 / BPME LOOKS AHEAD

This week's Broadcast Promotion Management Executives conference in Baltimore will focus more on radio and cable than in years past. The association will also pay more attention to the marketing and cost side of the business.

Attendance may be down slightly from a year ago, but among those expected are more than a dozen distributors. They will show off new promotional packages for their syndicated programing (see page 53).

31 / RIVERA'S NEW SHOW GETS STAFFED

Al Primo, former news director and TV news consultant, has been named executive producer of the new syndication magazine *Now It Can Be Told*, scheduled to debut next September. It is produced by Geraldo Rivera's Investigative News Group and distributed by Tribune Entertainment.

34 / BLIP BREAK

Now that the Persian Gulf war is three months past, the ratings blip enjoyed by news stations has evened off—although not necessarily returning to pre-war levels. Meantime, Urban-formatted stations again are showing strength in the spring 1991 Birch survey, released for seven top 10 markets this week.

35 / THE GOLD FOLD

While more stations attempt to grasp a piece of the baby boom bubble, the differences between many of those stations are becoming more difficult to distinguish. Many stations increasingly are turning to oldies for help: solid gold hits of the '60s and '70s; the best of the '60s, '70s and '80s; soft hits of the '70s and '80s; classic rock of the '70s and '80s, and a mix of '70s and '80s oldies and

Buena Vista Television's 'Darkwing Duck' hopes to fly at BPME (page 53)

today's top 40 hits are creating a format fragmentation that is causing many stations to develop a market identity crisis.

39 / NIELSEN ERROR IN D.C.

Nielsen Media Research has asked TV stations in the Washington market to return all copies of its May 1991 audience measurement survey while the company corrects its data. Nielsen executives said as far as they knew the recall was a first, but some observers said there is a possibility that the same problem could happen just as easily in other markets around the country.

40 / VENEVISION PLANS HISPANIC NETWORK

Venevision International, the Miami-based distribution arm of the Venezuelan TV network, said it will launch a new cable network targeted to U.S. Hispanic homes. The company will spend between $20 million and $25 million to launch Spanish Cable Network between February and May next year. Program details are still sketchy at this point for the proposed new cable service, but the daily schedule would include a mix of movies, daytime serials and hourly news updates.

44 / TALKIN' (BUT NOT BUYIN') BASEBALL

Cable baseball advertising had a decent second quarter, but no one is sure what to expect for third quarter.

45 / ABC FARMS CABLE

First it was Nickelodeon. Now ABC is getting programing from MTV and Lifetime. The broadcast network has entered into one-time programing arrangements with the last two cable networks, airing a one-hour special celebrating MTV's 10th anniversary next fall, and this summer airing a Lifetime original movie that premiered on the cable channel in March.

'Columbus and the Age of Discovery' sets sail on PBS Oct. 6-9 (page 28)

47 / BUILDING INTERACTIVE TV MARKET

TV Answer Inc. has begun seeking entrepreneurs across the country to help it build a market for interactive television technology.

50 / DBS PERMITS: WHO'S ON SECOND?

Media Access Project has agreed to withdraw its petition to deny a high-power direct broadcast satellite license to TCI. Now the FCC must decide whether the cable giant is second or last in line for the remaining 24 frequencies positioned to reach the whole nation.

52 / 'RE-EQUITIZATION'

A trend has surfaced of media companies offering stock, convertible debt, or other forms of equity. Financings are helping to deleverage media balance sheets.

59 / GOING PUBLIC

Laser-Pacific, a privately held Hollywood, Calif.-based post-production company, has issued a prospectus for 1,650,000 shares, which it estimates will be offered publicly at a price between $9 and $11 per share. Much of the equity raised will be used to pay bank debt.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 6/3	ABC 9.6 / 18			MACGYVER (51) [8.8 / 17] 8.4 / 17	9.1 / 17	ABC MONDAY NIGHT MOVIE—BABY M PT2. (33) [10.0 / 18] 8.5 / 15	9.5 / 16	10.6 / 19	11.2 / 21
	CBS 11.3 / 21			EVENING (30) SHADE 10.3 / 21	MAJOR (19) DAD 11.7 / 22	MURPHY (7) BROWN 14.0 / 24	DESIGNING (6) WMN. 14.2 / 24	GOOD SP. (40) SPORTS 9.7 / 17	CLIPPERS (56) SP. 8.0 / 15
	NBC 10.2 / 19			FRESH (35) PRINCE 9.9 / 20	BLOSSOM (49) 9.0 / [illegible]	NBC MONDAY NIGHT MOVIE—FALSE WITNESS (27) [10.6 / 19] 9.9 / 17	10.3 / 17	10.8 / 19	11.5 / 22
	FOX 4.8 / 9			FOX NIGHT AT THE MOVIES—WALL STREET (81) [4.8 / 9] 4.0 / 8	4.7 / 9	4.8 / 8	4.9 / 8	5.6 / 10	
TUESDAY 6/4	ABC 12.4 / 22			WHO'S THE (22) BOSS 11.2 / 22	HEAD OF (25) CLASS 10.9 / 20	ROSEANNE (3) 15.5 / 27	COACH (8) 13.2 / 22	CHINA BEACH (15) [11.8 / 21] 12.1 / 21	11.5 / 22
	CBS 9.7 / 17			RESCUE 911 (40) 9.7 / 18 9.2 / 18	10.1 / 19	CBS TUESDAY NIGHT MOVIE— TAKEN AWAY (40) [9.7 / 17] 7.8 / 14	8.8 / 15	10.9 / 19	11.3 / 21
	NBC 10.3 / 19			MATLOCK (28) [10.5 / 20] 9.8 / 19	11.2 / 21	HEAT OF THE NIGHT (9) [12.4 / 21] 11.9 / 21	12.9 / 22	C. EVERT KOOP M.D. (56) [8.0 / 15] PRW. SP. 8.4 / 15	7.6 / 14
WEDNESDAY 6/5	ABC 9.2 / 17			WONDER (44) YEARS 9.6 / 19	GROWING (33) PAINS 10.0 / 19	DOOGIE (22) M.D. 11.2 / 20	ANYTHING (30) B.LOVE 10.3 / 17	EDDIE DODD (63) [7.1 / 13] 7.3 / 13	7.0 / 13
	CBS 7.7 / 14			ROCKY & (84) BULLW. 4.2 / 8	FIVE UP, SP. (85) TWO DN 4.0 / 8	JAKE AND FAT MAN (40) [9.7 / 17] 9.2 / 16	10.2 / 17	48 HOURS (48) [9.2 / 17] 9.7 / 17	8.6 / 16
	NBC 14.8 / 27			UNSLVD. MYSTERIES (12) [12.0 / 23] 11.2 / 22	12.9 / 25	NBA FINALS GAME 2— LAKERS VS. BULLS (1) [16.1 / 29] 13.7 / 25	16.1 / 28	16.7 / 29	18.4 / 33
THURSDAY 6/6	ABC 8.5 / 16			FATHER DOWLING (65) [7.0 / 14] 6.8 / 14	7.1 / 14	GABRIEL'S FIRE (62) [7.7 / 14] 7.4 / 14	8.1 / 14	PRIMETIME LIVE (26) [10.8 / 21] 10.5 / 20	11.1 / 22
	CBS 7.2 / 14			TOP COPS (56) [8.0 / 16] 7.5 / 15	8.6 / 17	BROKEN BADGES SP. (66) [6.9 / 12] 6.7 / 12	7.2 / 13	OVER MY DEAD (69) [6.6 / 13] BODY SP. 6.9 / 13	6.3 / 13
	NBC 11.8 / 22			COSBY (14) 11.9 / 24	DIFFERENT(11) WORLD 12.2 / 24	CHEERS (5) 15.0 / 27	SEINFELD (12) 12.0 / 21	L.A. LAW (35) [9.9 / 19] 9.9 / 18	10.0 / 20
	FOX 7.5 / 14			SIMPSONS (53) 8.5 / 17	BABES (71) 5.8 / 11	BEVERLY HILLS 90210 (59) [7.8 / 14] 7.4 / 14	8.2 / 15		
FRIDAY 6/7	ABC 11.0 / 22			FULL (21) HOUSE 11.3 / 26	FAMILY (15) MAT. 11.8 / 25	PERFECT (30) STRGN. 10.3 / 21	GOING (49) PLACES 9.0 / 17	20/20 (15) [11.8 / 23] 11.4 / 22	12.2 / 24
	CBS 7.1 / 14			GUNS OF PARADISE (80) [4.9 / 11] 4.6 / 10	5.2 / 11	CBS FRIDAY NIGHT MOVIE—OUTSIDE WOMAN (55) [8.2 / 16] 7.8 / 16	7.8 / 15	8.6 / 16	8.4 / 16
	NBC 11.2 / 23			HUNTER (74) [5.3 / 12] 5.0 / 12	5.5 / 12	NBA FINALS GAME 3— BULLS VS. LAKERS (2) [15.7 / 31] 11.7 / 24	14.0 / 27	14.6 / 28	16.1 / 30
	FOX 4.1 / 8			AMERICA'S MOST (77) [5.1 / 11] WANTED 5.0 / 11	5.3 / 11	DEA: SP. TASK FORCE (90) [3.0 / 6] 2.9 / 6	3.0 / 6		
SATURDAY 6/8	ABC 6.5 / 15			YOUNG RIDERS (71) [5.8 / 14] 5.5 / 14	6.1 / 14	ABC SATURDAY NIGHT MOVIE—STRANGER ON MY LAND (66) [6.9 / 15] 5.4 / 12	5.8 / 12	7.3 / 15	8.9 / 19
	CBS 5.4 / 12			CBS SATURDAY NIGHT MOVIE—LAKER GIRLS (71) [5.8 / 13] 4.7 / 12	5.7 / 13	6.3 / 14	6.7 / 14	DOCTOR (77) DOCTOR 5.1 / 11	GOOD (85) SPORTS 4.0 / 9
	NBC 9.2 / 21			AMEN (66) 6.9 / 17	AMER. (63) DREAM. 7.1 / 17	GOLDEN (24) GIRLS 11.0 / 24	EMPTY (15) NEST 11.8 / 25	SISTERS (47) [9.3 / 20] 9.4 / 20	9.2 / 20
	FOX 3.8 / 9			TLY. HID. (89) VIDEO 3.4 / 8	YEAR- (91) BOOK 2.4 / 6	COPS (82) 4.3 / 10	COPS 2 (79) 5.0 / 11		
SUNDAY 6/9	ABC 8.3 / 16	SEAWORLD'S (82) [4.3 / 9] SUMMER 4.0 / 9	4.6 / 10	AMR. FUN (37) VIDEO 9.8 / 19	AMR. FUN (37) PLP. 9.8 / 18	ABC SUNDAY NIGHT MOVIE—BROKEN ANGEL (45) [9.5 / 17] 8.2 / 14	9.2 / 16	10.2 / 18	10.3 / 20
	CBS 10.9 / 21	60 MINUTES (9) [12.4 / 27] 11.8 / 26	13.1 / 27	SUNDAY (51) DINNER 8.8 / 17	ALL IN THE (28) FMLY 10.5 / 19	MURDER SHE WROTE(20)[11.6 / 20] 10.8 / 19	12.4 / 21	TRAILS OF ROSIE (37) [9.8 / 18] O'NEIL 9.8 / 18	9.9 / 19
	NBC 12.8 / 25	NBA FINALS GAME 4— BULLS VS. LAKERS (4) [15.2 / 30] 11.9 / 28	14.1 / 30	14.8 / 29	16.4 / 31	18.3 / 32	LAW AND ORDER SP. (54) [8.3 / 15] 8.3 / 15	8.3 / 15	EXPOSE (59) 7.8 / 15
	FOX 5.8 / 11	TRUE CLR. (86) 3.6 / 8	P. LEWIS (87) 3.7 / 8	IN LIVING (70) COLOR 6.4 / 12	GET A LIFE (75) 5.2 / 9	MRD. WITH (46) CHILD. 9.4 / 16	TOP OF (59) HEAP 7.8 / 13	SUNDAY COMICS (75) [5.2 / 10] 5.3 / 10	5.0 / 10

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 9.3 / 18	CBS 8.6 / 16	NBC 11.5 / 22	FOX 5.3 / 10
SEASON PRIME TIME AVERAGE	ABC 12.0 / 20	CBS 11.9 / 20	NBC 12.4 / 21	FOX 6.3 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

NEWS BOOST DROPS, URBAN HAS STRONG SHOWING

As expected, the Persian Gulf war ratings blip enjoyed by news stations in the winter 1991 Birch survey has leveled off again—although some information stations seem to have picked up new loyal listeners. Among the top 10 markets, WINS(AM) New York, KGO(AM) and KCBS(AM) both San Francisco, KYW(AM) Philadelphia and WTOP(AM) Washington all have picked up at least half a point over their respective pre-war, fall 1990 numbers.

Also, after a modest winter book, Urban radio again is showing its strength, with six stations posting gains and only one (WGCI-FM Chicago) slipping, although still holding firmly in first place.

Market-by-market highlights include:

- New York: Urban-formatted WRKS(FM) gained slightly to finish first at 7.5, while WBLS(FM) picked up almost a full point to come in second with a 5.4.
- Los Angeles: KKBT(FM), which dipped a bit in the winter '91 book, picked up a full point to lead the pack with a 6.6. KIIS-AM-FM finished in second, up from 5.9 to 6.4, while AOR outlet KLOS(FM) continued to show improved numbers, moving into third at 6.3.
- Chicago: As noted above, Urban-formatted WGCI-FM dropped a half point, finishing at 9.4, still ahead of CHR outlet WBBM-FM, which remained in second with a slightly improved 8.7. The big news was the format/call-letter change at former Soft AC WFYR-FM, which switched to WWBZ-FM and an AOR format—and quickly leaped from 1.6 to 4.1.
- San Francisco: Perennial news leader KGO(AM) dropped a half point to 8.5 but remained in first place, .5 ahead of its pre-war numbers. Century Broadcasting's CHR-formatted KMEL(FM) picked up a full point to secure its place as the city's top music station with an 8.4, well ahead of news station KCBS(AM) (4.3) and Urban KSOL(FM) (4.1).
- Philadelphia: Urban-formatted WUSL(FM) picked up most of the audience it lost in the last survey, jumping from 9.0 in the winter to 10.8—but still a full point behind the 11.8 the station earned in fall 1990. Classic rocker WYSP(FM) posted similar gains, surging from 6.0 to 7.6, while news-formatted KYW(AM) dropped from a 9.0 in winter '91 to 6.8.
- Washington: Urban-leaning CHR WPGC-FM climbed to 12.2 from 11.8. Second-place finisher WKYS(FM) remained motionless with a 6.4, while CHR-formatted WAVA(FM) took third with a 5.2. Also, a strong showing was posted by WASH(FM), which jumped from 2.6 into fifth place with a 4.3.
- Boston: CHR has a hold on Boston, with WZOU(FM) and WXKS-FM holding the one-two slots with 10.0 and 7.0, respectively.

Numbers for Detroit, Dallas-Fort Worth and Houston—the sixth, eighth and 10th markets, respectively, will be released next week. All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight.

Station	*Format*	*Winter '91*	*Spring '91*
1. NEW YORK			
WRKS(FM)	Urban	7.3	7.5
WBLS(FM)	Urban	4.6	5.4
WQHT(FM)	CHR	5.0	5.2
WINS(AM)	News	5.2	4.4
WLTW(FM)	Soft AC	4.0	4.4
WCBS-FM	Oldies	4.7	4.3
WNEW-FM	AOR	4.2	4.3
WHTZ(FM)	CHR	4.4	4.0
WOR(AM)	Talk	3.7	3.6
WNSR(FM)	Soft AC	3.2	3.5
WXRK(FM)	Classic Rock	3.3	3.5
2. LOS ANGELES			
KKBT(FM)	Urban	5.6	6.6
KIIS-AM-FM	CHR	5.9	6.4
KLOS(FM)	AOR	5.5	6.3
KPWR(FM)	CHR	5.1	5.0
KABC(AM)	Talk	5.1	4.6
KOST(FM)	Soft AC	5.3	4.6
KROQ-FM	AOR	4.2	4.4
KTWV(FM)	New Age	3.3	3.5
KLVE(FM)	Spanish	2.3	3.4
KLSX(FM)	Classic Rock	2.6	3.1
KWKW(AM)	Spanish	2.6	3.1
3. CHICAGO			
WGCI-FM	Urban	9.9	9.4
WBBM-FM	CHR	8.6	8.7
WGN(AM)	MOT/Talk	8.2	8.0
WVAZ(FM)	Black	4.8	6.7
WUSN(FM)	Country	4.2	4.7
WCKG(FM)	Classic Rock	4.9	4.5
WWBZ-FM	AOR	1.6	4.1*
WBBM(AM)	News	5.1	3.9
WLUP-FM	AOR	4.7	3.6
WLUP(AM)	Talk	3.0	3.2
WNUA(FM)	AC	2.5	3.2
WXRT(FM)	AOR	3.2	3.2
4. SAN FRANCISCO			
KGO(AM)	News/Talk	9.0	8.5
KMEL(FM)	CHR	7.4	8.4
KCBS(AM)	News	5.0	4.3
KSOL(FM)	Urban	3.6	4.1
KRQR(FM)	AOR	2.8	3.3
KIOI(FM)	AC	3.2	3.1
KNBR(AM)	Sports	2.4	3.1
KBLX-FM	New AC	2.9	2.8
KFRC(AM)	Classic MOR	3.1	2.8
KKSF(FM)	AC	1.7	2.8
KSAN(FM)	Country	3.1	2.8
5. PHILADELPHIA			
WUSL(FM)	Urban	9.0	10.8
WMMR(FM)	AOR	7.8	8.1
WYSP(FM)	Classic Rock	6.0	7.6
KYW(AM)	News	9.0	6.8
WIOQ(FM)	CHR	7.8	6.6
WDAS-FM	Urban	4.4	5.5
WPEN(AM)	Nostalgia	4.5	5.3
WEGX(FM)	CHR	6.1	4.7
WWDB(FM)	Talk	5.2	4.5
WXTU(FM)	Country	4.2	4.[illegible]
7. WASHINGTON			
WPGC-FM	CHR	11.8	12.2
WKYS(FM)	Urban	6.4	6.4
WAVA(FM)	CHR	4.6	5.2
WMZQ-A-F	Country	5.2	4.8
WASH(FM)	AC	2.6	4.3
WGAY-FM	Easy	3.8	4.2
WHUR(FM)	Urban	3.9	4.0
WMAL(AM)	AC	4.3	4.0
WTOP(AM)	News	4.2	4.0
WWDC-FM	AOR	4.5	3.9
9. BOSTON			
WZOU(FM)	CHR	10.5	10.0
WXKS-FM	CHR	7.1	7.0
WBCN(FM)	AOR	6.8	6.6
WRKO(AM)	Talk	6.5	6.2
WBZ(AM)	AC	6.5	5.6
WSSH-FM	Easy	4.1	4.7
WZLX(FM)	Classic Rock	4.1	4.7
WODS(FM)	Oldies	4.3	4.2
WAAF(FM)	CHR	3.2	3.9
WHDH(AM)	Talk	3.7	3.5
WVBF(FM)	AC	3.5	3.5

**Changed call letters from WFYR-FM and format from Soft AC April 1, 1991*

MEDIA COMPANIES RE-BALANCE THE BALANCE SHEET

Growing number use equities to raise funds and retire debt

The wonders of debt were well touted in the 1980's. Principal and interest repayments could be individually structured according to each company's needs, and the latter provided a tax-deductible expense. The leverage itself was supposedly manageable in a growing economy and provided investors with a built-in upside.

Several years ago equally important truths about the burdens of debt became apparent. But until recently few companies had any alternative but to let the problem reach crisis proportions, at which point a renegotiation with creditors would take place.

Within recent months the rebound in the equity market has provided the essential condition for financing using stocks or stock-related securities. Companies—including Time Warner, Viacom and Clear Channel Communications—have either sold or are in the process of selling stock directly to the public. Others, including Tribune and Tele-Communications Inc., have sold or are selling debt that is convertible into stock. Even TCI's proposed stock purchase of United Artists Entertainment, noted one investment banker, is a form of equity financing. There is even an initial public offering by Laser-Pacific, a post-production company (see story, page 59).

Debt reduction is the immediate purpose of virtually all these financings, leading to a change in the balance sheet composition termed "re-equitization" by some. Great American Communications, Telemundo, Turner Broadcasting and Orion Pictures are among those swapping stock directly for interest-bearing securities.

But equity may be a better way to finance, even if debt repayment is not a pressing necessity, said Fred Seegal, co-head of corporate finance at Salomon Brothers. Seegal said that lending institutions such as banks and insurance companies can no longer be relied upon to provide "consistency," because of financial regulatory uncertainties. And Greg Seibert, of Merrill Lynch, said raising cash via asset sales is also viewed less favorably now.

The choice of whether to issue stock, convertible debt or retire debt in a swap depends on the particular situation of a company, said Michael Garstin, managing director of Bear, Stearns & Co., with highly leveraged companies finding it difficult to sell stock directly to the public: "The stock price has got to be already somewhat strong in order to raise additional money. Orion for instance has about 22 million shares selling at $4. Even assuming they could issue another 10 million shares, that doesn't even make a dent in their $500 million debt structure."

Highly leveraged companies such as Orion are still helped by the equity market boom because it eases the task of making equity-for-debt swaps. Robert Kricheff, director of high-yield research at First Boston, said: "Just seeing the stock prices increase has given the bondholders comfort both in their willingness to accept stock, which might become more valuable, and in the knowledge that companies can raise additional cash." Agreeing was Gary Ozanich, research analyst at Prudential Bache: "If anything, the junk market may be overestimating the ability of companies to be bailed out through equity offerings."

As the recent decline in the price of Time Warner has shown, existing stock owners aren't always happy about additional equity, since it "dilutes" their ownership. Some have also suggested that shareholders should receive better treatment vis-a-vis debt holders. But Mark Greenberg, with Scudder Stevens & Clark, said: "We [equity holders] get the upside potential and we also must take the downside risk."

In some cases further enlarging a company's pool of stock may be beneficial. Mark Mays, vice president and treasurer of Clear Channel, said: "We have traditionally had a bad float in our stock, since 70% is already held by insiders."

There are likely to be more equity or equity-related financings in the near future. Jeffrey Sine, a principal at Morgan Stanley, said that investment bank alone has "four or five media equity offerings in the pipeline." **—GF**

ROSTER OF 'RE-EQUITIZATION'

STOCKS AND/OR STOCK-RELATED SECURITIES OVER LAST 12 MONTHS

NCU 1710
NCU-001710
•••25•••

Company	*Proceeds*	*Type of Financing*
Clear Channel	$22,500,000	Proposed secondary stock
Comcast	$195,000,000	Convertible debt/secondary stock
Great American	13,200,000 shares	Debt/common swap
Heritage Media	$16,200,000	Convertible preferred
Laser-Pacific	$16,000,000	Proposed initial public offering
Orion Pictures	$285,000,000	Proposed debt swap
Tele-Communications	$332,408,000	Convertible debt
Telemundo	$38,000,000	Secondary stock
Time Warner	$2.1-to-$3.5 billion	Proposed rights offering
Tribune	$150,000,000	Proposed convertible debt
Turner	$382,000,000	Preferred/common swap
Viacom	$291,250,000	Secondary stock

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WXMX(FM) Upper Arlington (Columbus), Ohio □ Sold by Twin Rivers Communications Ltd. to Tri-City Radio Ltd. Partners Inc. for $2.5 million. Price includes $2.25 million cash at closing and $250,000 escrow deposit. **Seller** is headed by Mary Mahaffey, and has no other broadcast interests. **Buyer** is headed by Allen Gray, who owns 48% of Dayton Radio Inc., licensee of WYMJ-FM Beavercreek (Dayton), Ohio. WXMX has adult contemporary format on 98.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Stan Raymond Associates.*

KGEO(AM)-KGFM(FM) Bakersfield, Calif. □ Sold by Kern Broadcasting Co. to Grapevine Radio Inc. and McGavren-Barro Broadcasting Inc. for total of $1.9 million; FM is selling for $1.5 million. **Seller** is headed by Joseph Zukin Jr., and is minor shareholder in KLIV(AM)-KARA(FM) San Jose-Santa Clara. **Buyer** of AM, Grapevine Radio Inc., is headed by Edward G. Atsinger III and Stuart W. Epperson, and is licensee of KKXX-FM Delano (Bakersfield), Calif. Atsinger and Epperson also head Salem Communications Corp., licensee of 10 AM's and six FM's. **Buyer** of FM, McGavren-Barro Broadcasting, is headed by Mary Helen Barro and Steve McGavren, and is licensee of KAFY(AM) Bakersfield, Calif. *Broker: Media Venture Partners.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$385,000** □ **5**
FM's □ **$5,500,000** □ **9**
AM-FM's □ **$766,610** □ **4**
TV's □ **$0** □ **0**
Total □ **$6,651,610** □ **18**

Year to Date:

AM's □ **$47,038,668** □ **113**
FM's □ **$87,163,772** □ **123**
AM-FM's □ **$126,050,152** □ **92**
TV's □ **$258,499,000** □ **38**
Total □ **$518,751,592** □ **366**

For 1990 total see Jan. 7, 1991 BROADCASTING.

Closed:
KNUS-AM
Denver, CO
from
Boulder Broadcasting Corporation
to
Mr. Paul Stebbins

QUESTCOM
Radio Station Brokerage & Financing Services

Don Bussell
Gaithersburg, MD
(301) 963-3000

Marc Hand
Denver, CO
(303) 534-3939

KRBL(FM) Las Alamos (Albuquerque), N.M. □ Sold by KKBR Inc. to KRBL Broadcasting Ltd. for $800,000. Price includes $350,000 cash at closing and $450,000 promissory note at 2.5% payable in quarterly intervals. Station was acquired in 1986 for $1.2 million. Assignment to Eldon Broadcasting in November 1990 was dismissed by FCC ("For the Record," May 6). **Seller** is headed by Chris Devine, president of C. Devine Media Corp., licensee of KBER(FM) Ogden, Utah and KXBR(FM) Greenfield, Mo. Devine is also general manager of WFYR-FM Chicago. **Buyer** is headed by Michael Evans, head of Evans Broadcasting with partners Nick Popravsky and Mike Foster. Evans is entrepreneur with several small businesses, Popravsky is in record sales and promotions and Foster is broadcast attorney; this is their first broadcast acquisition. KRBL has AOR format on 98.5 mhz with 100 kw and antenna 1,781 feet above average terrain. *Broker: Norman Fischer & Associates.*

WHTE(FM) Williamston, N.C. □ Sold by Sea-Comm Inc. to WHTE Inc. for $750,000. Price includes $651,000 cash at closing, $50,000 earnest money deposit and $49,000 promissory note at 10%. **Seller** is headed by Eric Jorgenson, and has interests in WSFM(FM) Southport (Wilmington), N.C. **Buyer** is headed by Joseph Logan (70%) and L. Gene Gray (30%). Gray owns 50% of Eastern Carolina Broadcasting Co. Inc., licensee of WMBL(AM)-WRHT(FM) Morehead City, N.C. WHTE has religious format on 103.7 mhz with 50 kw and antenna 331 feet above average terrain.

WKCD(FM) Kittery (Portsmouth-Dover-Rochester, N.H.), Me. □ CP sold by Outreach Communications Ltd. to Bear Broadcasting Co. for $750,000. Price includes $87,500 cash at closing, $37,500 escrow deposit, $200,000 payable over next four years and $425,000 payable five years after closing. **Seller** is headed by Edward Ockendon, and has no other broadcast interests. **Buyer** is headed by Natale L. Urso, Philip J. Urso, Joseph V.

Actions

■ **Dothan, AL** (BPH891005MF)—Granted app. of James Wilson III for 101.3 mhz; 3 kw; ant. 100 m. Address: 2906 Clardy Rd., Dothan, AL 36303. Principal has no other broadcast interests. Action May 24.

■ **Rogersville, AL** (BPH880711MS)—Granted app. of Eugene G. Hutchens for 93.9 mhz; 3 kw H&V; 100 m. Address: 801 E. 2nd St., Tuscumbia, AL 35674. Principal has no other broadcast interests. Action May 29.

■ **Haiku, HI** (BP900405BY)—Granted app. of Latitude 21 Broadcasting for 1570 khz; Address: 490 Ulumalu Rd., Haiku, HI 96708. Principal has no other broadcast interests. Action May 28.

■ **California, MD** (BPH880915NM)—Granted app. of Tidewater Broadcasting Co. Inc. for 102.9 mhz; 3 kw H&V; ant. 100 m. Address: Rte. 2, Box 355B, Hollywood, MD 20636. Principal is headed by Richard A. Myers and has no other broadcast interests. Action May 23.

■ **Garapan-Saipan, MP** (BPH890103MA)—Granted app. of Serafin Delacruz for 99.5 mhz; 100; 429 m. Address: P.O. Box 2632, Saipan, MP 96950. Principal has no other broadcast interests. Action May 30.

■ **St. Robert, MO** (BPH890706MD)—Granted app. of Neil A. Rones and Lyann C. Dahl for 96.5 mhz; 3 kw; ant. 100 m. Address: 1268 Mautenne, St. Louis, MO 63021. Principal has no other broadcast interests. Action May 31.

■ **Floresville, TX** (BPED900824MO)—Returned app. of Wilson County Educational Foundation Inc. for 89.7 mhz; 9 kw; ant. 42 m. Address: 1905 Tenth St., Floresville, TX 78114. Principal is headed by A.B. Gonzalez, Cissy Gonzalez and John A. Gonzalez. A.B. Gonzalez, D/B/A Wilson County Broadcasting Co., is sole owner of KWCB(FM) Floresville, TX. Action May 24.

■ **Franklin, TX** (BPH890718MB)—Granted app. of Franklin Community Broadcasting for 98.9 mhz; 3 kw; ant. 100 m. Address: 839 Timber Cove, Seabrook, TX 77586. Principal has no other broadcast interests. Action May 28.

■ **Petersburg, VA** (BPH880630MQ)—Granted app. of Sandra M. Adair Vaughan for 100.3 mhz; 3 kw H&V; ant. 100 m. Address: 2017 Dodson Rd., Petersburg, VA 23805. Principal has no other broadcast interests. Action May 29.

■ **Verona, WI** (BPH881214MK)—Granted app. of Janice and Ronald Fedler for 105.5 mhz; 3 kw; ant. 100 m. Address: 7842 Big Timber Trail, Middleton, WI 53562. Principal has no other broadcast interests. Action May 21.

■ **Whitewater, WI** (BPH880825MO)—Granted app. of State Long Distance Tel. Co. for 104.5 mhz; 3 kw H&V; ant. 100 m. Address: 216 W. Walworth St., Elkhorn, WI 53121. Principal is headed by William C. Wiswell and has no other broadcast interests. Action May 29.

FACILITIES CHANGES

Applications

AM

■ **Norton, VA** WNVA(AM) 1350 khz—May 20 application for CP to correct coordinates to: 36 57 58N 82 35 17W.

FM's

■ **Tuscaloosa, AL** WACT-FM 105.5 mhz—May 24 application for CP to change ERP: 10 m.; ant.: 155.2 (H&V); change TL: .5 km SE of the intersection of Hwy. 69 and Yellow Creek Church Rd. in section 18, T19S, R9W, AL; change to class C3.

■ **Yuma, AZ** (no call letters) 88.1 mhz—May 21 application for mod. of CP (BPED890622MA) to change ant.: 73 m.; change TL: Ave. 4E, County 13 St., Yuma, AZ.

■ **Helena, AR** KCRI-FM 103.1 mhz—May 23 application for CP to change ERP: 13 kw H&V; ant.: 97 m.; change to class C3 (per docket #89-531).

■ **Greenacres, CA** KAXL(FM) 88.3 mhz—May 21 application for mod. of CP (BPED851104MB) to change ERP: 21.14 kw H&V; ant.: 100 m.; TL: 10.7 km SE of Shafter, CA at 157 degrees (T); change class to 202B1.

■ **Winfield, KS** KWKS(FM) 105.5 mhz—May 14 application for CP to change channel to 300C2 (per docket #89-477).

■ **Glasgow, KY** WWWQ(FM) 105.5 mhz—May 20 application for CP to change freq: 105.3 mhz; change channel and class to 287C3 (per docket #90-210).

■ **Saginaw, MI** (no call letters) 104.5 mhz—May 22 application for mod. of CP (BPH880825NO) to change ERP: 2.45 kw H&V; change ant.: 143 m.

■ **St. Peter, MN** KRBI-FM 105.5 mhz—May 17 application for CP to change ERP: 6 kw H&V; ant.: 100 m.; TL: 3.3 km from Saint Peter, MN, at bearing of 69.3 degrees.

■ **Baldwyn, MS** WESE(FM) 95.9 mhz—May 21 application (BPH910521IC) for CP to change ERP: 5.4 kw H&V; ant.: 100 m H&V.

■ **Branson, MO** KRZK(FM) 106.3 mhz—May 20 application for mod. of CP (BPH901224IJ) to change ant.: 169 m.; change TL: .33 mi N of U.S. Hwy. 160, .47 mi NE of intersection of U.S. 160 and State Hwy. 176, 2.1 mi NNW of Rockaway Beach, MO.

■ **Patchogue, NY** WALK-FM 97.5 mhz—May 24 application for CP to make changes: modify composite directional antenna pattern of authorized ERI LP-4AC-DA-SP antenna.

■ **Louisburg, NC** WHLQ(FM) 102.5 mhz—May 22 application for CP to change ERP: 6 kw H&V.

■ **Sellersville, PA** WBYO(FM) 88.7 mhz—May 21 application for mod. of CP (BPED870514MN) to change ERP: 1.2 kw V; change ant.: 104 m V.

■ **Hormigueros, PR** WBOZ-FM 92.1 mhz—May 23 application for CP to change ERP: 6 kw H&V.

■ **Gatlinburg, TN** WDLY(FM) 105.5 mhz—May 17 application for mod. of CP (BPH910311IB) to change ERP: 0.530 kw H&V; change ant.: 322 m.

■ **Vernal, UT** KUIN(FM) 92.7 mhz—May 17 application for CP to change ERP: 7.4 kw H&V.

■ **Harrisonburg, VA** WKCY-FM 104.3 mhz—May 20 application for CP to change ant.: 125 m; TL: Narrow Black Mtn. 4.8 km N of Stokesville, VA; change to nondirectional.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	241	5,227
Commercial FM	4,449	976	5,425
Educational FM	1,459	294	1,753
Total Radio	10,894	1,511	12,405
Commercial VHF TV	554	20	574
Commercial UHF TV	570	173	743
Educational VHF TV	124	3	127
Educational UHF TV	230	13	243
■ **Total TV**	1,478	209	1,687
VHF LPTV	201	163	364
UHF LPTV	694	903	1,597
■ **Total LPTV**	895	1,066	1,961
FM translators	1,860	348	2,208
VHF translators	2,712	87	2,799
UHF translators	2,312	320	2,632

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting Jun24

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 50
Summer ratings dry spell has CBS, Fox, looking for relief

CABLE / 56
In first of three hearings on cable, competitors call for program access legislation

WASHINGTON / 55
Fin syn goes to court; Fox, CBS affiliates asking for court review

MEDIA / 59
BPME convention: Fox's Padden blasts network competition

NEW MEXICO'S FIRST TELEVISION STATION

- First with news.
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HUBBARD BROADCASTING INC.

KOB·TV 4
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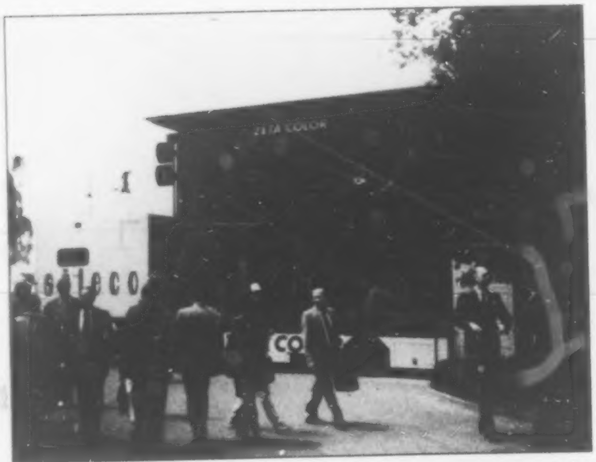
KOBR 8 ROSWELL
KOBF 12 FARMINGTON

Vol. 120 No. 25 $2.50

Upfront 1991: Half full/half empty

*************5-DIGIT 20814
20814SRI AT8501 ZCZ
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

THIS WEEK



Montreux 1991: digital developments dominate show (page 20)

19 / UPFRONT IN A DOWN ECONOMY

With the prime time upfront about two-thirds sold, the three networks and Fox are expected to take in between $3.6 billion and $3.8 billion from advertisers. That represents a 10% to 16% drop from last year's prime time total of $4.35 billion. Not all the networks are willing to endure double-digit decreases. ABC is said to be betting on an economic recovery and is holding back inventory for the scatter market. Fox also is not selling as much, although that may also have to do with advertiser uncertainty over Fox's new 52-week schedule. ABC is not the only one holding out for scatter. Many advertisers have not set budgets yet and may also wait for scatter, to avoid a repeat of last year when scatter prices were 15% to 20% off from the upfront.

20 / MONTREUX: 1991

Digital video compression for conventional and high-definition television, new digital videotape formats and cable digital services and other new technologies demonstrated at the 17th International Television Symposium and Technical Exhibition in Montreux, Switzerland, are rapidly changing television engineering. The six-day conference (June 13-18) included roundtable discussion on compression and HDTV for broadcasters and cablecasters, new equipment demonstrations and first transAtlantic satellite transmission of General Instrument's DigiCipher. Japanese producers working with 1,125/60 HDTV format stole the show at the concurrent International Electronic Cinema Festival.

21 / NAB LAB

The National Association of Broadcasters joint board is exploring the possible establishment of a research and development facility to promote the state of the art in broadcast technology. Special radio and TV committees on emerging technologies, to be formed by next month, will plan the facility. An industry summit on new technologies is to be held at the NAB winter board meeting. The board also discussed digital audio broadcasting, FCC's "attic to basement" review of radio regulations and the retransmission consent provision in the Cable TV Consumer Protection Act of 1991 (S. 12).

23 / CARSEY-WERNER SYNDICATION

The Carsey-Werner Co. said it is creating an in-house syndication sales division, with Bill Cosby set to headline a new first-run revival of *You Bet Your Life* for stripping in fall 1992.

24 / NETWORK COST-SAVING MEASURES

Although broadcast network news coverage of the 1992 presidential elections is still in the earliest planning stages, there has already been some talk of reducing convention coverage as a way to cut costs, and it appears there will be more pooling of resources among the networks than ever before.

27 / ALL-NIGHT NETWORK NEWS

To date, most stations have relied on rebroadcasts of their late news and other news services such as CNN Headline News and the All News Channel to fill the overnight time period. But that competition is about to intensify as ABC News and NBC News each prepare an overnight news service for possible launch by early 1992, and CBS News continues to consider a similar plan.

29 / SPECIAL REPORT: CHALLENGES OF RADIO SYNDICATION

Economic belt-tightening, format fragmentation and a prized baby boom bulge have led to mounting challenges within the radio program syndication business. This special looks at how networks and program suppliers are meeting these challenges with innovative sales efforts and value-added marketing techniques, and by developing programs that are broad enough to cut across format lines while still enabling a station to maintain its market image. Also: a profile of more than 60 syndicators—including national radio networks that offer a full programing menu, independent program suppliers that focus on specific formats and/or audiences and smaller companies that produce just one or two highly specialized shows.

45 / CABLE TAX DECISION APPEALED

The U.S. government will appeal a tax court decision won by Tele-

Communications Inc. last November. The question of whether cable franchises are similar to commercial franchises will be argued before the 10th Circuit Court of Appeals. The tax benefits at issue could, for the cable industry as a whole, total in the hundreds of millions of dollars.

46 / INDUSTRY FORECAST

Current economic weaknesses are masking basic strengths in the communications industry, according to the fifth annual Veronis, Suhler & Associates industry forecast. The five-year outlook predicts that revenue will rise at a compound annual growth rate of 6.8%.

50 / SUMMER TV

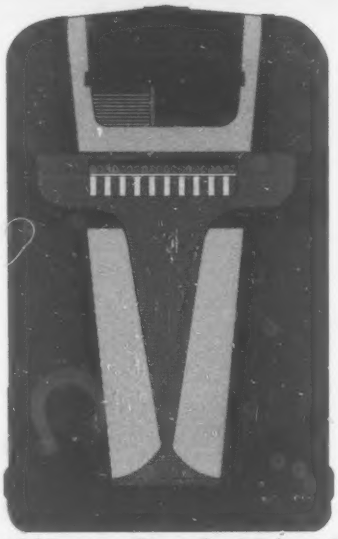
CBS and Fox are making aggressive moves toward scheduling original programing for this summer. Fox is expanding episode orders for several series to provide original episodes during the summer. CBS is again using the summer as a launching pad for new series, which, if they perform well, will return to the schedule later in the season.

52 / VIACOM TEST

Viacom Enterprises is testing three new shows this summer that the company hopes will help establish it in the first-run entertainment strip business.

BPME-BDA
CONFERENCE
& EXPO
*91
BALTIMORE

(page 59)



Special Report: radio syndication (page 29)

53 / NBC-ITC DEAL

NBC expands its syndication presence in a deal with ITC Domestic Television to have ITC distribute *The George Michael Sports Machine*, effective Sept. 15.

55 / FIN-SYN BATTLE MOVES TO COURTHOUSE

Four groups—three pro-network and one pro-Hollywood—have petitioned three different federal appeals courts to review the controversial new financial interest and syndication rules.

56 / CABLE COMPETITION

Using the first of three video marketplace hearings to advocate "modest regulation until true competition can be demonstrated," Congressman Ed Markey (D-Mass.) heard home satellite and wireless cable interests call for legislating access to cable programing at fair prices.

57 / EFFECTIVE COMPETITION UPDATE

It is unlikely that the bottom line of cable companies will be materially affected by the FCC's effective competition decision, which will bring between 18% and 34% of cable subscribers under rate regulation.

58 / CAN WE TALK?

Talk TV Network will premiere with 12 hours of live programing Sept. 16. Six hosts have been lined up to handle two-hour talk segments, beginning at 1 p.m.

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59 / PADDEN ROCKS BPME

Preston Padden, senior vice president, affiliates, Fox Broadcasting, criticized the competition during his keynote address at last week's meeting of the Broadcast Promotion and Marketing Executives and the Broadcast Designers' Association in Baltimore. Padden said he thinks "the real reason network scheduling meetings drag on for so long is that it takes time to figure out program moves best calculated to drive affiliate promotion executives crazy."

60 / BPME '91: PROMOTION AND THE BOTTOM LINE

This year's BPME-BDA speakers and panels focused on high-quality promotion in a low-budget environment. Attendance at this year's meeting was around 700, off slightly from last year.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. Broadcasting/Cable introduced in 1989. *Reg U.S. Patent Office.

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INDUSTRY FORECAST

Continued from page 40.

Jack Anderson Investigative, Almanac, Medical Minute, TV Tonight, People in the News, Consumer Focus, Commodity Focus, Hollywood Focus, Science and You and *Your Money*.

Vision Broadcasting Network, a New York-based producer and distributor of album-oriented rock specials, according to founder and president Floyd Vasquez, is developing *New York Breakthrough* as a showcase for up-and-coming rock artists and groups. Vasquez said he is confident the short-form (10 two-minute vignettes) and concluding long-form (live, three-hour special) *Breakthrough* formats will be cleared with top 100 market stations by summer 1992. Vasquez said the two-minute vignettes will be targeted for AOR stations, highlighting interviews and musical cuts from emerging rock musicians. Those 10 vignettes, which will be distributed via compact disk, will air in two-week periods. The three-hour special will combine live musical events from New York via satellite, mixed with some prerecorded segments. Both programs will be offered on an undisclosed barter basis, said Vasquez, who founded Vision Broadcasting Network in 1988.

Los Angeles-based **Westwood One Inc**. produces and distributes news, information and entertainment programing distributed through the NBC Radio Network, the Source, Mutual Broadcasting System and Westwood One Radio Networks. The company syndicates a number of long- and short-form radio programs and specials, distributed via satellite, to 3,000-plus radio stations internationally. Short-form information features include *America on the Road*, *Dr. Joyce Brothers Report*, *Face-Off*, *First Light*, *Joanie Greggains Health Minute*, *Larry King: My Side of the Story*, *Like Only Yesterday*, *Mature Focus*, *Money Magazine Business Report*, *News You Can Use*, *Offbeat*, *Science Update* and *Bruce Williams' Travel Corner*. Long-form information programs include *America in the Morning*, *Larry King Show* and *On the Garden Line*. Long-form entertainment features include *American Dance Traxx*, *Casey's Top 40 with Casey Kasem*, *Dr. Demento*, *Encore with William B. Williams*, *Future Hits*, *in Concert: High Voltage*, *In the Spotlight*, *Lost Lennon Tapes*, *Off the Record with Mary Turner*, *On a Country Road with Lee Arnold*, *On the Radio*, *Pirate Radio USA*, *Scott Shannon's All Request Top 30 Countdown* and *Superstar Concert Series*. Among WW1's short-form entertainment programs are *BBC Classic Tracks*, *Casey's Biggest Hits*, *Country Comments*, *MTV News*, *New Gold on CD*, *Rock Calendar* and *Rock Report*. Westwood One also distributes a wide variety of special programs in virtually all radio formats.

RIDING GAIN

RADIO SPENDING UP AMONG SOME ADVERTISERS

Banks and financial service companies have increased their spending on radio in New York during the first quarter of 1991 by 34.2% over the same period last year. According to the NYMRAD/RER Advertiser Revenue Report, banks and financial services increased their expenditures on radio from $4.7 million in the first quarter of 1990 to $6.3 million in the first quarter of 1991.

Banks increased their radio spending by 43.4% to $3.87 million from $2.7 million in 1990's first quarter; investment companies increased from $619,951 to $862,027, an increase of 43.4%; credit card/travelers check companies increased 150.6%, from $260,225 to $652,040; insurance companies lessened their expenditures on radio by 3.7%, from $533,062 to $513,151, and finance companies also reduced their expenditures compared to the first quarter of 1990 from $584,354 to $403,241.

NAB NOMINEES FOR MARCONI RADIO AWARDS

Nominees for the National Association of Broadcasters' Marconi Radio Awards were announced by the NAB last week. Winners will receive the awards at the Radio 1991 convention in San Francisco, Sept. 14.

Finalists in the personality of the year category in major markets are: Jess Cain, WHDH(AM) Boston; Hudson & Harrigan, KILT-AM-FM Houston; Mark & Brian, KLOS-FM Los Angeles; J.P. McCarthy, WJR(AM) Detroit and Bruce Morrow, WCBS-FM New York.

In large markets: Gary Burbank, WLW(AM) Cincinnati; Charlie Douglas, WSM(AM) Nashville; Eddie Haskell, WXLK-FM Roanoke, Va.; Brother Wease, WCMF-FM Rochester, N.Y., and Doug Wright, KSL(AM) Salt Lake City. In medium markets: Bill Barrett, KUGN(FM) Eugene. Ore.; Jerry Carr, WMT(AM) Cedar Rapids, Iowa; Mark Evans, WAJI(FM) Fort Wayne, Ind.; Tom Kinard, WJMX(AM) Florence, S.C., and C.C. Ryder, KBFX(FM) Anchorage.

In small markets: Joe Crystall, KGVY(AM) Green Valley, Ariz.; Todd James, WAGE(AM) Leesburg, Va.; Don Munson, WJBC(AM) Bloomington, Ill.; Bill O'Brian, KRKT-AM-FM Albany, Ore., and Stan Swol, KZZR(AM) Burns, Ore.

Personalities of the year in the network/syndication category are: Paul Harvey, ABC Radio Networks; Bob Kingsley, ABC Radio Networks; Rush Limbaugh, EFM Media; Charles Osgood, CBS Radio Networks, Bruce Williams, Westwood One.

REST OF BIRCH

Birch Scarborough of Coral Springs, Fla., released the results of its spring 1991 survey for seven of the top 10 markets two weeks ago (BROADCASTING, June 17). Last week, numbers for Detroit, Dallas-Fort Worth and Houston were released (figures are for persons 12-plus, Monday-Sunday, 6 a.m.-midnight).

Station	*Format*	*Winter '91*	*Spring '91*
8. DALLAS-FORT WORTH			
KSCS(FM)	Country	10.9	11.0
KPLX(FM)	Country	6.9	7.2
KKDA-FM	Urban	7.3	7.0
KTXQ(FM)	AOR	5.0	6.4
KVIL-AM-FM	AC	6.2	5.1
KEGL(FM)	CHR	4.4	4.9
KJMZ(FM)	Urban	4.9	4.9
WBAP(AM)	Country	4.6	4.3
KRLD(AM)	News	5.3	4.0
KHYI(FM)	CHR	3.8	3.8
10. HOUSTON			
KIKK-FM	Country	9.0	10.0
KLOL(FM)	AOR	7.3	7.6
KMJQ(FM)	Urban	[illegible]	7.1
KILT-FM	Country	8.4	6.8
KHMX(FM)	Mix	5.2	5.3
KKBQ-FM	CHR	5.8	4.6
KZFX(FM)	Classic Rock	3.4	4.5
KODA(FM)	AC	3.0	4.2
KRBE-FM	CHR	4.0	4.2
KTRH(AM)	News	4.8	4.0
6. DETROIT			
WJLB(FM)	Urban	7.2	8.8
WHYT(FM)	CHR	6.5	7.3
WJR(AM)	MOR/News/Talk	7.9	7.0
WLLZ((FM)	AOR	3.3	5.9
WWWW(FM)	Country	5.3	5.1
WJZZ(FM)	Jazz	6.4	4.8
WRIF(FM)	AOR	4.3	4.7
WDFX(FM)	CHR	5.9	4.6
WKQI(FM)	CHR	3.8	4.5
WCSX(FM)	Classic Rock	3.8	4.4

RENEWED TV NETWORK, STATION GROWTH AHEAD

Study suggests broadcasting's current problems are mostly cyclical, not structural

Forecasting an industry future that some may find surprisingly rosy, the media brokerage and investment firm, Veronis, Suhler & Associates, last week released its fifth annual five-year forecast. The report, "Communications Industry Forecast" said industry revenue from 1991 through 1995 will increase at a compound annual growth rate of 6.8%, with the advertising portion of that increasing at a 6.1% rate, and the "end-user" portion—including cable and periodical subscriptions, home video rentals and film box office—increasing at a 7.4% rate.

A basic theme of the report is that many of the industry's current problems are "cyclical rather than structural," said Arthur Gruen, of Wilkofsky & Gruen, the New York-based economic consulting firm that helped produce the 216-page report. Gruen said the current recession is masking industry strength in a number of areas, including a rebound in national advertising spending from previously depressed levels.

COMMUNICATIONS INDUSTRY FORECAST

Industry segment	*1985-90 compound annual growth (%)*	*1990 gross expenditures ($ million)*	*1990-95 compound annual growth (%)*
TELEVISION BROADCASTING	**5.2%**	**$25,490**	**6.0%**
TV Networks	**4.1%**	**9,845**	**6.5**
TV Stations	**6.0**	**15,645**	**5.8**
RADIO BROADCASTING	**6.2**	**8,765**	**6.6**
Radio Networks	**6.3**	**495**	**5.6**
Radio Stations	**6.2**	**8,270**	**6.7**
CABLE TELEVISION	**13.2**	**15,115**	**8.2**
Advertising	**19.8**	**1,790**	**12.2**
Subscriptions	**12.4**	**13,325**	**7.6**
FILMED ENTERTAINMENT	**15.6**	**25,712**	**8.3**
Box Office	**6.0**	**5,022**	**6.7**
Home Video	**32.7**	**10,900**	**9.2**
Television Programs	**9.4**	**8,640**	**7.8**
Barter Syndication	**17.2**	**1,150**	**9.6**
TOTAL ADVERTISING	**5.7**	**83,398**	**6.1**
GNP	**6.4**	**5,463,600**	**6.4**

Above estimates are from Veronis,Suhler and Associates and Wilkofsky Gruen Associates.

VS&A expects that real GNP (which will decline 1% in recession-marked 1991) will slowly pick up next year by 1.5%, followed by increases over the next three years of 3.5%, 6% and 3.5%. Inflation over the same five years is projected to average 3.7%, down slightly from the 4% of the prior five-year period.

One communications area not as badly hurt by current economic difficulties is the marketing strategy involving promotion, incentives and couponing. The report notes that such areas are "more directly tied to sales," and thus easier to justify during advertiser cost cutting.

However, the end of both the recession, and of financial and corporate restructuring among national advertisers will lead to a shift in strategy "toward long-term brand awareness," said VS&A. That shift should benefit the broadcast television networks despite continuing losses in viewership to cable and home video. Including Fox, the broadcast television networks are projected to grow at a 6.5% rate, to $13.5 billion compared to the 4.1% they registered during 1986-1990. VS&A President John Suhler said there is still no practical alternative to the reach and coverage provided to an advertiser by an affiliate station or network.

Continued restructuring of the retail sector will hinder local advertising growth in the short term, and thus hinder the growth of TV stations, which are more locally oriented. The rate of growth of local advertising on stations—

Continued on page 49.

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FINES

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As the economic doldrums continue, the government is looking everywhere for new income sources. One of the newest? Your radio station! Unexpected "civil monetary penalties" totaling hundreds of thousands of dollars now may be levied on you by the FCC.

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WAVA(FM) Arlington (Washington), Va. □ Sold by Emmis Broadcasting to Salem Communications for $20 million. **Seller** is headed by Jeff Smulyan and Steve Crane, and owns one AM and six FM's. **Buyer** is headed by Edward G. Atsinger III and Stuart W. Epperson, and owns 10 AM's and seven FM's. They also head Grapevine Radio Inc., which recently purchased KGEO(AM)-KGFM(FM) Bakersfield, Calif. ("Changing Hands," June 17). WAVA has contemporary hit format on 105.1 mhz with 50 kw and antenna 500 feet. *Broker (for buyer): Media Venture Partners.*

WSTE(TV) Ponce, P.R. Sold by Channel 7 Inc. to Siete Grand Television Inc. for $6 million cash. **Seller** is 80% owned by Malrite Communications, headed by Milton Maltz, and 20% by Lucas Thomas Muniz. Malrite owns four AM's six FM's and five TV's (seller is also purchasing WLII(TV) Ponce and WSUR-TV Caguas, both Puerto Rico). **Buyer** is headed by Jerry B. and Esther Hartman, husband and wife. Hartman is vice president at Prudential Securities and Florida land developer. WSTE is independent on ch. 7 with 166 kw vis., 22.4 kw aur. and antenna 2,710 feet.

WZTR(FM) Milwaukee □ Sold by MyStar Communications Corp. to Shockley Communications Corp. for $4.9 million. Price includes $4.4 million cash and $500,000 promissory note. **Seller** is headed by Michael S. Maurer, and also owns WTPI(FM) Indianapolis. **Buyer** is headed by Terry and Sandra Shockley, husband and wife, and also owns WOLX-FM Baraboo (Madison), Wisc., and KDA-AM-FM Duluth, Minn. WZTR has oldies format on 95.7 mhz with 34 kw and antenna 610 feet. *Broker: Thoben Van Huss and Associates.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$822,000** □ **7**

FM's □ **$25,550,000** □ **4**

AM-FM's □ **$3,057,435** □ **2**

TV's □ **$6,000,000** □ **1**

Total □ **$35,429,435** □ **14**

Year to Date:

AM's □ **$47,860,668** □ **120**

FM's □ **$112,713,772** □ **127**

AM-FM's □ **$129,107,587** □ **94**

TV's □ **$264,499,000** □ **39**

Total □ **$554,181,027** □ **380**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KXDC-AM-FM Monterey-Carmel, Calif. Sold by Western Media Group Corp. to Joaquin Financial Group Inc. for $1.1 million. Stations were purchased in 1988 for $2.65 million ("Changing Hands," November 28, 1988). Price includes $50,000 escrow deposit, $200,000 cash at closing and $850,000 note payable at 9%. **Seller** is headed by Thomas K. Scallen, who heads International Broadcasting Corp., which owns Globetrotters and Ice Capades. **Buyer** is headed by by Jim Heidebrecht, and is investment group with no other broadcast interests. KXDC(AM) is fulltimer with easy listening format on 630 khz and 1 kw. KXDC-FM has easy listening format on 101.7 mhz with 800 w and ant. 590 feet.

WKZZ(FM) Lynchburg, Va. □ Sold by Lynchburg Independent Broadcasters Inc. to CEBE Investments Inc. for $450,000 cash at closing. **Seller** is subsidiary of Bahakel Communications Ltd., owned by Cy N. Bahakel, and is licensee of seven AM's, seven FM's and eight TV's. **Buyer** is headed by Aylett B. Coleman and is licensee of WXLK(FM) Roanoke, Va. Coleman also owns WJQI Inc., licensee of WJQI-AM-FM Chesapeake-Virginia Beach, Va. WKZZ has CHR format on 100.1 mhz with 730 w and antenna 646 feet.

WGTX(AM)-WQUH(FM) De Funiak Springs, Fla. □ Sold by Kudzu Broadcasting Partnership to Sonic Enterprises Inc. for $450,000 cash. **Seller**, headed by Paul H. Reynolds, Stephen G. McGowan (a proposed assignee) and William M. Gunter, is also selling WTID(FM) Reform, Ala. Reynolds, McGowan and Gunter have interests in WJAM-FM Marion, Ala. McGowan also has interests in WESP(FM) Dothan and is permittee of new FM at Uniontown, both Alabama. **Buyer** is headed by McGowan (50%) and Charles H. Chapman II (50%). Chapman is 25% partner of Broadcast Associates, licensee of WESP(FM) Dothan, Ala., and 50% owner of Transmit Enterprises Inc., proposed assignee of WTID(FM) Reform, Ala. WGTX has religious format on 1280 khz with 5 kw day. WQUH has AC format on 103.1 mhz with 2.6 kw and antenna 350 feet.

KWEY(AM)-KBXR(FM) Weatherford, Okla. □ Sold by Western Plains Broadcasting Inc. to Wright Broadcasting Systems Inc. for $407,435. Price includes $50,000 cash

CLOSED!

The sale of KXXR-FM, Kansas City, Missouri from a subsidiary of Olympia Broadcasting Corporation to Capital Broadcasting, Inc. for $2,600,000.

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at closing; $49,610.66 promissory note at 7.75% payable over five years, and $307,825 promissory note at 7.75% payable in 12 years. **Seller** is headed by Alene Griffin and Richard Johnson, has no other broadcast interests. **Buyer** is headed by G. Harold Wright Jr. (80%) and Glenn H. Wright (20%), son and father. G. Harold Wright is president, GM and holds 33.3% interest in Anadarko Broadcasting Company Inc., licensee of KRPT-AM-FM Anadarko, Okla. KWEY has C&W format on 1590 khz with 1 kw day. KBXR has adult contemporary format on 97.3 mhz with 760 kw and antenna 385 feet.

WHKP(AM) Hendersonville, WTYN(AM) Tryon and WPNF(AM) Brevard, all North Carolina ☐ Sold by Kermit Edney to Arthur V. Cooley for for $300,000 in transfer within licensee Radio Hendersonville Inc. Cooley is purchasing 51% of outstanding shares of licensee for $153,000; licensee's Employee Stock Ownership Trust will purchase remaining 49% for $147,000. **Seller** has no other broadcast interests. **Buyer** is former GM of station, and has no other broadcast interests. WHKP is fulltimer with MOR format on 1450 khz and 1 kw. WTYN has MOR format on 1160 khz with 10 kw day and 500 kw night; WPNF is fulltimer with MOR format on 1240 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 62.

INDUSTRY FORECAST

Continued from page 46

only 3.2% in 1990—is expected to remain slow for the next two years.

Overall, TV stations are projected to record revenue growth at a slower 5.8% compound annual rate, which would put them at $20.7 billion by 1995. That compares to a 6% growth rate over the previous five years.

The growth rate for the cable industry during the next five years will decline from the 13.2% recorded in 1985-1990, said VS&A. During the five years ending in 1995, the subscription component is estimated to grow by 7.6% annually, to $19.2 billion, while VS&A projects advertisers will increase their spending to $3.2 billion by 1995, an annual compound growth of 12.2%. Gruen said this year's report does not anticipate a strong impact from pay-per-view: "We still need to see whether pay-per-view can evolve from being more than the occasional championship fight."

In 1990 cable passed 86% of the 92.1 million television households, according to the study, with a penetration level of 55.7%. By 1995, the study forecasts cable will pass 86.7% of the total 97.9 million television households, with penetration of 60.6%.

Suhler categorized radio broadcasting as the most "durable and versatile," and said that while it will continue to lose in-home use to other media, it will maintain its status as the exclusive out-of-home medium. The loss of listeners from AM to FM seems to have leveled off as well, said Suhler, with the study putting AM's share of audience at approximately 23.1%.

Advertising on radio stations is expected to increase at a compound annual rate of 6.7% between 1990 and 1995 ($8.3 billion to $11.4 billion). Spending on network radio will grow at the slower rate of 5.6%, reaching $650 million by 1995, up from $500 million in 1990.

The rate of growth of television program expenditures should decrease during the current five-year period, said VS&A, as TV networks and stations have less room to moderate other expenditures than they did five years ago. By 1995 VS&A forecasts that the TV networks will spend $6.8 billion on programing, compared to $2.5 billion spent by TV stations, $3.4 billion by cable networks and $1.8 billion by barter syndication. —LC,GF

STOCK INDEX (CONT.)

EQUIPMENT & MANUFACTURING

		Closing Wed Jun 19	Closing Wed Jun 12	Net Change	Percent Change	P/E Ratio	Market Capitali-zation (000,000)
N	(MMM) 3M	96 1/8	93 1/4	2 7/8	03.08	16	21,131
N	(ARV) Arvin Industries	25 1/2	23	2 1/2	10.86	19	479
O	(CCBL) C-Cor Electronics	6 1/8	5 3/4	3/8	06.52	612	27
O	(CTEX) C-Tec Corp.	14 1/4	13 3/4	1/2	03.63	-18	234
N	(CHY) Chyron	5/16	5/16		00.00		3
A	(COH) Cohu	10 5/8	10 3/8	1/4	02.40	8	20
N	(EK) Eastman Kodak	40 1/4	41 3/8	– 1 1/8	– 02.71	18	13,066
N	(HRS) Harris Corp.	27 3/4	26 1/2	1 1/4	04.71	39	1,079
N	(IV) Mark IV Indus.	12 7/8	12 7/8		00.00	7	183
O	(MATT) Matthews Equip.	3 7/8	4 1/4	– 3/8	– 08.82	193	23
O	(MCDY) Microdyne	10 1/4	10 5/8	– 3/8	– 03.52	-15	41
O	(MCOM) Midwest Comm.	1/8	3/8	– 1/4	– 66.66		0
N	(MOT) Motorola	64 1/2	63 1/2	1	01.57	17	8,494
A	(PPI) Pico Products	3/4	3/4		00.00		2
N	(SFA) Sci-Atlanta	13 1/8	13 5/8	– 1/2	– 03.66	8	296
N	(SNE) Sony Corp.	43 3/8	43 1/4	1/8	00.28	21	14,397
N	(TEK) Tektronix	25	24 1/2	1/2	02.04	-23	728
N	(VAR) Varian Assoc.	46 1/8	46 1/4	– 1/8	– 00.27	104	873
O	(WGNR) Wegener	1 1/8	1 3/8	– 1/4	– 18.18	-2	8
N	(ZE) Zenith	6 7/8	7 1/4	– 3/8	– 05.17	-2	200

SERVICE

		Closing Wed Jun 19	Closing Wed Jun 12	Net Change	Percent Change	P/E Ratio	Market Capitali-zation (000,000)
O	(AFTI) Am. Film Tech.	4 1/2	5	– 1/2	– 10.00		48
O	(BSIM) Burnup & Sims	7	6 7/8	1/8	01.81	-21	88
A	(CLR) Color Systems	3 1/2	3 5/8	– 1/8	– 03.44	-4	36
N	(CQ) Comsat	29 7/8	30 3/8	– 1/2	– 01.64	-33	558
N	(CDA) Control Data	11 1/8	11 5/8	– 1/2	– 04.30	92	473
N	(DNB) Dun & Bradstreet	47 3/8	47	3/8	00.79	17	8,462
N	(FCB) Foote Cone & B.	26	26		00.00	12	283
O	(GREY) Grey Adv.	141	153	–12	– 07.84	12	159
O	(IDBX) IDB Commun.	9 1/4	8 3/4	1/2	05.71	84	58
N	(IPG) Interpublic Group	42 3/4	44 1/2	– 1 3/4	– 03.93	18	1,570
N	(OMC) Omnicom	29	27 3/4	1 1/4	04.50	14	813
O	(RTRSY) Reuters	38 5/8	41 3/4	– 3 1/8	– 07.48	13	16,754
N	(SAA) Saatchi & Saatchi	15/16	15/16		00.00		148
O	(TLMT) Telemation	1/4	1/4		00.00		1
O	(TMCI) TM Century	7/32	3/16	1/32	16.66		4
A	(UNV) Unitel Video	8 5/8	8 3/4	– 1/8	– 01.42	11	13
O	(WPPGY) WPP Group	4 1/2	4 7/8	– 3/8	– 07.69	1	184

Standard & Poor's 400	447.34	448.76	-1.42	-0.4%

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 6/10	ABC 7.2 / 13			MACGYVER (50) [8.1 / 16] 7.5 / 16	8.8 / 17	ABC MONDAY NIGHT MOVIE—TWIN PEAKS (59) [6.7 / 12] 6.5 / 11	6.4 / 11	6.8 / 12	7.0 / 13
	CBS 10.8 / 20			MAJOR (37) DAD 9.4 / 20	FAMILY (40) MAN 9.3 / 18	MURPHY (11) BROWN 12.0 / 21	DESIGNING (11) WMN. 12.0 / 20	NORTH. EXPOSURE (20) [10.9 / 19] 11.1 / 19	10.7 / 20
	NBC 9.7 / 18			FRESH (37) PRINCE 9.4 / 20	BLOSSOM (47) 8.5 / 16	NBC MONDAY NIGHT MOVIE—ORIGINAL SIN (27) [10.1 / 18] 9.1 / 16	9.9 / 17	10.6 / 18	10.8 / 20
	FOX 6.7 / 12			FOX NIGHT AT THE MOVIES—THE SITTER (59) [6.7 / 12] 5.8 / 12	6.7 / 13	7.0 / 12	7.3 / 12		
TUESDAY 6/11	ABC 11.3 / 21			WHO'S THE (20) BOSS 10.9 / 22	HEAD OF (25) CLASS 10.5 / 20	ROSEANNE (2) 14.8 / 27	COACH (5) 13.1 / 23	CHINA BEACH (40) [9.3 / 17] 9.8 / 17	8.9 / 17
	CBS 11.0 / 20			RESCUE 911 (7) 12.5 / 24 11.7 / 23	13.4 / 25	CBS TUESDAY NIGHT MOVIE— BRIDESMAIDS (26) [10.2 / 18] 9.1 / 16	9.9 / 17	11.1 / 20	10.9 / 20
	NBC 11.3 / 21			MATLOCK (33) [9.9 / 19] 9.4 / 19	10.5 / 20	HEAT OF THE NIGHT (6) [12.8 / 23] 12.0 / 22	13.6 / 24	LAW AND ORDER (15) [11.3 / 21] 11.4 / 20	11.1 / 21
WEDNESDAY 6/12	ABC 7.3 / 13			WONDER (52) YEARS 7.7 / 15	GROWING (43) PAINS 9.1 / 17	DOOGIE (31) M.D. 10.0 / 18	INTERNATIONAL ROCK AWARDS (69) [5.6 / 10] 6.3 / 11	5.3 / 9	5.2 / 10
	CBS 8.9 / 16			RESCUE 911 (57) SP. 7.0 / 14	FAMILY (65) MAN 5.8 / 11	JAKE AND FAT MAN (27) [10.1 / 18] 9.4 / 17	10.7 / 19	48 HOURS (27) [10.1 / 18] 10.6 / 19	9.5 / 18
	NBC 16.4 / 31			UNSLVD. MYSTERIES (7) [12.5 / 25] 11.6 / 24	13.4 / 27	NBA FINALS GAME 5— BULLS VS. LAKERS (1) [19.7 / 36] 14.6 / 27	18.1 / 32	19.3 / 34	21.5 / 39
THURSDAY 6/13	ABC 8.0 / 15			MORRIS STALUTES (58) [6.9 / 14] PETS 6.7 / 14	7.1 / 14	GABRIEL'S FIRE (61) [6.5 / 12] 6.1 / 11	6.8 / 12	PRIMETIME LIVE (24) [10.6 / 20] 10.8 / 20	10.4 / 20
	CBS 7.2 / 14			TOP COPS (51) [7.8 / 16] 7.2 / 15	8.5 / 17	BROKEN BADGES SP. (63) [6.3 / 12] 6.3 / 12	6.2 / 11	ROBIN HOOD MYTH, (53) [7.6 / 15] MAN, MOVIE 7.7 / 14	7.6 / 15
	NBC 10.9 / 21			COSBY (31) 10.0 / 21	DIFFERENT(22) WORLD 10.8 / 22	CHEERS (3) 13.8 / 26	SEINFELD (13) 11.9 / 22	L.A. LAW (37) [9.4 / 10] 9.0 / 17	9.7 / 19
	FOX 7.1 / 14			SIMPSONS (48) 8.3 / 18	BABES (69) 5.6 / 11	BEVERLY HILLS 90210 (56) [7.3 / 14] 6.7 / 13	7.9 / 14		
FRIDAY 6/14	ABC 11.4 / 25			FULL (15) HOUSE 11.3 / 27	FAMILY (10) MAT. 12.1 / 28	PERFECT (18) STRGN. 11.1 / 24	GOING (36) PLACES 9.5 / 20	20/20 (9) [12.3 / 25] 12.2 / 25	12.5 / 26
	CBS 6.6 / 14			GUNS OF PARADISE (75) [5.0 / 12] 4.9 / 12	5.2 / 12	CBS FRIDAY NIGHT MOVIE—FEAR STALK (54) [7.4 / 15] 6.5 / 14	7.6 / 16	7.5 / 15	7.9 / 16
	NBC 4.7 / 10			HUNTER (79) [4.5 / 11] 4.5 / 11	4.5 / 10	MIDNIGHT CALLER (77) [4.8 / 10] 4.0 / 9	4.9 / 10	5.1 / 10	5.2 / 11
	FOX 4.3 / 10			AMERICA'S MOST (71) [5.4 / 13] WANTED 5.2 / 12	5.6 / 13	ALLIEN NATION * (88) [3.1 / 7] 3.2 / 7	3.1 / 6		
SATURDAY 6/15	ABC 5.5 / 12			YOUNG RIDERS (74) [5.1 / 12] 4.8 / 12	5.3 / 13	ABC SATURDAY NIGHT MOVIE—FLAMINGO KID (67) [5.7 / 12] 5.0 / 11	5.2 / 11	6.0 / 13	6.6 / 15
	CBS 5.4 / 12			CBS SATURDAY NIGHT MOVIE—MONEY, POWER, MURDER (65) [5.0 / 13] 5.8 / 14	5.9 / 14	5.6 / 12	5.6 / 12	DOCTOR (78) DOCTOR 4.6 / 10	GOOD (81) SPORTS 4.3 / 9
	NBC 8.9 / 20			AMEN (64) 6.1 / 15	AMER. (62) DREAM. 6.4 / 15	GOLDEN (19) GIRLS 11.0 / 24	EMPTY (14) NEST 11.5 / 24	SISTERS (40) [9.3 / 20] 9.3 / 20	9.2 / 20
	FOX 3.7 / 9			TLY. HID. (86) VIDEO 3.9 / 10	YEAR- (90) BOOK 2.5 / 6	COPS (85) 4.0 / 9	COPS 2 (79) 4.5 / 10		
SUNDAY 6/16	ABC 7.8 / 16	LIFE GOES ON (81) [4.3 / 10] 4.0 / 10	4.6 / 11	AMR. FUN (35) VIDEO 9.7 / 21	AMR. FUN (34) PLP. 9.8 / 20	ABC SUNDAY NIGHT MOVIE—BEST FREINDS (46) [8.6 / 16] 7.7 / 15	8.8 / 16	9.0 / 17	8.9 / 18
	CBS 10.8 / 22	60 MINUTES (4) [13.2 / 32] 12.1 / 30	14.3 / 33	SUNDAY (45) DINNER 8.8 / 19	ALL IN THE (22) FMLY 10.8 / 22	MURDER SHE WROTE(17)[11.2 / 21] 10.7 / 20	11.8 / 22	TRAILS OF ROSIE (44) [9.0 / 17] O'NEIL 9.1 / 17	8.9 / 18
	NBC 6.0 / 12	EVERTT KOOP * (89) [2.7 / 6] 2.8 / 7	2.5 / 6	EXPOSE (84) 4.1 / 9	REAL LIFE (76) J. P. 4.9 / 10	NBC SUNDAY NIGHT MOVIE—REVEALING EVIDENCE (48) [8.3 / 16] 6.8 / 13	7.7 / 14	9.2 / 17	9.6 / 19
	FOX 5.9 / 12	TRUE CLR. (87) 3.8 / 9	P. LEWIS (83) 4.2 / 10	IN LIVING (54) COLOR 7.4 / 16	GET A LIFE (71) 5.4 / 11	MRD. WITH (27) CHILD. 10.1 / 19	BACKSTAGE(67) PASS 5.7 / 10	SUNDAY COMICS (71) [5.4 / 10] 5.3 / 10	5.5 / 11

WEEKLY PRIME TIME AVERAGE	ABC 8.3 / 16	CBS 8.8 / 17	NBC 9.5 / 19	FOX 5.6 / 12
SEASON PRIME TIME AVERAGE	ABC 11.9 / 20	CBS 11.9 / 20	NBC 12.3 / 21	FOX 6.3 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

L910416EB; 850 khz; 2.5 kw-D; FM: BALH910416EC; 105.5 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Crystal Lake Radio Ltd. to Pride Communications Ltd. for $2.2 million. **Seller** is headed by Gerald T. Vento, and has no other broadcast interests. **Buyer** is headed by Jim Hooker (100% stockholder), Pride Communications Inc. (20% P) and Don Johnston (16% P), and has no other broadcast interests. Action May 31.

■ **KSCB-AM-FM Liberal and KEDD(AM) Dodge City, both Kansas** (KSCB[AM]: BTC910422EB; 1270 khz; 1 kw-D, 500 w-N; KSCB[FM]: BTCH910422EC; 107.5 mhz; 100 kw; ant. 511 ft.; KEDD[AM]: BTC910422ED; 1550 khz; 1.00 kw-D)—Granted transfer of control from Theo C. Landon, executrix of estate of Alf M. Landon to Theo C. Landon for no cash consideration. Theo Landon is principal of Seward County Broadcasting Co. Inc., licensee, and has no other broadcast interests. Action June 3.

■ **WOCB-AM-FM West Yarmouth, MA** (AM: BAL910410GR; 1240 khz; 1 kw-U; FM: BALH910410GS; 94.9 mhz; 50 kw; ant. 300 ft.)—Granted assignment of license from Patch-Dunn Association of Cape Cod, debtor-in-possession, to Boch Broadcasting Ltd. for $825,000. Sale for stations in August, 1990 for $2.47 million to U.S. Media Group Inc. was not approved ("For the Record," Aug. 13, 1990). **Seller** is headed by Kenneth Patch, and has no other broadcast interests. **Buyer** is headed by Boch Broadcasting Corp. (GP) and Ernest J. Boch (LP), and has no other broadcast interests. Action May 31.

■ **WACY(AM) Fenton, MI** (BAL910318ED; 1160 khz; 1 kw-U)—Granted assignment of license from Deano Day Enterprises Ltd. to Statewide Broadcasting Systems Inc. for $600,000. **Seller** is headed by Deano Day, who is forming new company which will purchase station. **Buyer** is headed by Day (30%), Edward Derbabian (30%), William Wilcher (30%) and Mitchell D. Moen (10%), who is son of Day. Statewide has filed concurrent application for assignment of WELL(AM) Battle Creek and WELL(FM) Albion, both Michigan, from Triad Communications ("For the Record," April 22). Action June 4.

■ **WAAH(FM) Houghton, MI** (BALH891003HL; 102.3 mhz; 3 kw; ant. 328 ft.)—Dismissed app. of assignment of license from WAAH Acquisition Partnership to Yupper Broadcasting for $400,000. **Seller** is headed by Eugene White and Ralph Savage and has no other broadcast interests. **Buyer** is headed by Ronald McCarter and has no other broadcast interests. Action May 30.

■ **KGHL(AM)-KIDX(FM) Billings, MT** (AM: BAL910412EA; 790 khz; 5 kw-U; FM: BALH910412EB; 98.5 mhz; 85 kw; ant. 370 ft.)—Granted assignment of license from Sunrise-Montana Inc. to Pegasus Broadcasting of Billings Inc. for $1 million. ("Changing Hands," April 15). **Seller** is headed by Dick Elliot, and has no other broadcast interests. **Buyer** is headed by PBMI Holdings Co. (100% VS), Dan Snyder and Christopher J. Brennan. PBMI Holdings is licensee of KCAP(AM)-KZMT(FM) Helena, MT. Action May 31.

■ **KRNY(FM) Kearney, NE** (BTCH910422HV; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control within Nebraska Media Concepts Inc. for $72,000. **Seller** is Polly A. Hays, and has no other broadcast interests. **Buyer** is H. Dale Sostad, and has no other broadcast interests. Action June 5.

■ **KHIT(AM)-KIQ(FM) Sun Valley-Reno, NV** (AM: BAL910411EB; 1590 khz; 5 kw-D; FM: BALH910411EC; 104.5 mhz; 25 kw; ant. 2,930 ft.)—Granted assignment of license from Media Venture Management Inc. to Radio Reno Inc. for $1 million ("Changing Hands," April 8). **Seller** is headed by Randy George, receiver; George is also receiver for KXGO(AM) Arcata, CA. **Buyer** is headed by Kenneth V. (38%) and Jerry L. Miller (38%), brothers, and Robert M. Salmon (19%) and Karen Wolfe (5%), who own Radio Associates Inc., licensee of KMIX-AM-FM Turlock and KEVB(FM) Redding, both California. Action June 4.

■ **KRUI(AM) Ruidoso Downs and KWMW(FM) Maljamar, both New Mexico** (AM: BTC900920EA; 1490 khz; 1 kw-U; FM: BTCH900920EB; 105.1 mhz; 100 kw; ant. 1,100 ft.)—Granted transfer of control from Woodrow Michael Warren to AFG Industries Inc. for $100,000. **Seller** has no other broadcast interests. **Buyer** is headed by R.P. Hubbard and has no other broadcast interests. Action June 4.

■ **WCLN-AM-FM Clinton, NC** (AM: BAL910424EI; 1170 khz; 5 kw-D; FM: BALH910424EJ; 107.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Sampson Broadcasting Co. to Willis Broadcasting Co. for $650,000. **Seller** is headed by Lawrence B. Carr and has no other broadcast interests. **Buyer** is headed by L.E. Willis Sr., and has interests in KDFT(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH(FM) Marion, KMZX(FM) Lonoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WSFU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKJA(FM) Belhaven, WVRS(FM) Warrenton and WSRC(AM) Durham, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WMXS(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WWCA(AM) Gary and WPZZ(FM) Franklin, both Indiana, and WKSO(FM) Orangeburg, WKWQ(FM) Batesburg and WWPD(FM) Marion, all South Carolina. Action June 6.

■ **WHKY-AM-TV Hickory, NC** (AM: BTC910401KJ; 1290 khz; 5 kw-D, 1 kw-N; TV: BTCCT910401KI; ch. 14; 656.1 kw-V; 125.3-A; ant. 600 ft.)—Granted transfer of control from Roberta S. (Susie) Long, executrix of estate of Edmund and Roberta S. Long to The Long Family Partnership for no financial consideration. Transferor has no other broadcast interests. Transferees are Thomas E.S. Long Sr. (58.17%) and Roberta S. (Susie) Long (40.85%), siblings, and Ella Lee Shufford (.97%), and have no other broadcast interests. Action June 5.

■ **WYBH(FM) McConnellsville, OH** (BAPH910418HT; 100.9 mhz; 3 kw; ant. 91 ft.)—Granted assignment of CP from Trell Broadcasting Co. to Quiet Radio Inc. for $7,671. **Seller** is headed by David L. Landefeld and has no other broadcast interests. **Buyer** is headed by John A. Wharff Jr. (100%) and is president and sole owner of WMOA(AM) Marietta, OH. Action June 4.

■ **KAGO-AM-FM Klamath Falls, OR** (AM: BTC910102EA; 1150 khz; 5 kw-D, 1 kw-N; FM: BTCH910102EB; 99.5 mhz; 26.5 kw; ant. 360 ft.)—Granted assignment of license from Key Broadcasting

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	241	5,227
Commercial FM	4,449	976	5,425
Educational FM	1,459	294	1,753
Total Radio	10,894	1,511	12,405
Commercial VHF TV	554	20	574
Commercial UHF TV	570	173	743
Educational VHF TV	124	3	127
Educational UHF TV	230	13	243
■ Total TV	1,478	209	1,687
VHF LPTV	201	163	364
UHF LPTV	694	903	1,597
■ Total LPTV	895	1,066	1,961
FM translators	1,860	348	2,208
VHF translators	2,712	87	2,799
UHF translators	2,312	320	2,632

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting Jul 1

Reaching over 117,000 readers every week 60th Year 1991

CABLE / 45
CNN has plans to recover high ratings of Persian Gulf war

TELEVISION / 27
Top jobs filled at Orbis, Universal TV 'Personalities' remake

RADIO / 36
Music buying trends change; media, teenage spending studied

TECHNOLOGY / 52
Plans for transition to digital, HDTV outlined at Montreux symposium

Salesman of the Year

Herb Tarlek
General Sales Manager
WKRP-Cincinnati

Vol. 120 No. 26 $2.50

DOOMSDAY SCENARIO FOR STANDARD TV

*****************5-DIGIT 20814
20814SRI AT8501 ZCZ
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

THIS WEEK

19 / FCC REPORT: BROADCASTING CONTINUES TO SLIDE; CABLE ON THE RISE

The FCC Office of Plans and Policy (OPP) staff issued a paper predicting a gloomy future for the broadcast television industry because viewers, advertising and programing will continue their migration to cable. The result is that many stations, especially those in smaller markets and weaker independents, may go dark, and programing historically available for free will end up on pay cable.

24 / FOX, AFFILIATES TALK COMPENSATION

Faced with increased programing costs and a soft advertising environment, Fox Broadcasting Co. is asking affiliates for help. Jamie Kellner, president and chief operating officer, Fox Broadcasting, met with affiliate board prior to last month's affiliate meeting and told them, according to one board member, "Fox was looking for affiliates to help absorb some of the costs that Fox was incurring." One revised compensation idea that appears to be picking up steam has Fox offsetting higher ratings with lower compensation.

25 / SCI MISSES PAYMENT

SCI Television missed repayment of $162 million in bank loans and, in a financial report, said it is negotiating to defer payment. The other Gillett-controlled entity with TV stations, Gillett Holdings, has filed for protection under U.S. bankruptcy laws.

26 / BROADCASTERS REVIEW WAR COVERAGE WITH CHENEY

A group including the network news divisions and representatives from 13 other top media organizations last week sent Secretary of Defense Dick Cheney a lengthy analysis citing problems with military restrictions during the Persian Gulf war. The group hopes to meet with Cheney soon to discuss new rules for covering future conflicts.

27 / NEW ORBIS PRESIDENT-CEO

Hilary Hendler, Orbis sales and marketing vice president, has been named president and chief executive officer of Orbis Communications, effective today (July 1).

27 / 'PERSONALITIES' MAKE-OVER

Twentieth (Fox) Television is remaking its magazine strip *Personalities* into *EDJ (Entertainment Daily Journal)*. Changes are to take effect July 15. They include naming a new co-anchor, adding a new West Coast entertainment reporter, new studio sets and graphics.

30 / MAY FLOWERS

At this year's May screenings international marketplace (May 27-June 10) in Los Angeles, with business activity described as "brisk" by the sellers and "slow" by the buyers, there was a lack of action hours that has some buyers looking elsewhere.

36 / RECORD CHANGE

The recording industry experienced monumental changes in the 1980's, bringing a switch from vinyl to compact disk, demographic fluctuations and changes in listeners' tastes. According to the Recording Industry Association of America's "Inside the Recording Industry: A Statistical Overview Update 1990," the "coming of age of baby boomers" accounts for much of these changes, with consumers 30-plus purchasing 35% of all product. Rock-oriented music accounted for 42.9% of dollar value purchases in 1989 (the last year for which such data was available), while purchases of black/urban music jumped 40% in the last five years.

37 / PROFILE OF YOUNG AMERICA FOR RADIO

U.S. teenagers represented an estimated $101 billion consumer segment in 1990, up from $89 billion in 1989, according to information compiled by The Interep Radio Store Research division.

37 / FOCUSING ON SUCCESS

In the post-war spring 1991 Birch survey, the greatest individual gains were posted by two AOR-oriented stations—WLLZ(FM) Detroit and the new WWBZ(FM) Chicago. The 25-34-skewing WLLZ "re-directed" its on-air sound and jumped from 3.3 to 5.9, while a format switch pushed WWBZ "The Blaze" from 1.6 to 4.1 on the strength of its 12-30 target (persons 12-plus, Monday-Sunday, 6 a.m.-midnight).

40 / FILING FOR CHAPTER 11

One of the leading television station equipment suppliers, Midwest Communications, has filed for bankruptcy protection. The company said that in addition to filing for reorganization under Chapter 11, it has also closed six additional sales and branch offices and laid off employes.

44 / INSURING THE FIFTH ESTATE

American Specialty Underwriters Inc. (ASU), an insurance underwriter for Lloyd's of London, is betting that the time is right to bring contingency insurance to the Fifth Estate and not just as has previously been done for sporting events. ASU is rolling out, among other things, "ratings disaster insurance."

Last week, network news divisions were among those sending Secretary of Defense Dick Cheney analysis citing problems with military press restrictions during Persian Gulf war (page 26). Pictured below (l-r): CBS correspondent Bob Simon (l) with cameraman David Green at Ahmadi oil fields south of Kuwait City.

TV appears the preordained victim of 'the only regressive elements of the European Community directives,' said Ambassador Diana Lady Dougan, Center for Strategic and International Studies, during CSIS symposium (page 51).

45 / GETTING CNN VIEWERS

Although publicly CNN does not seem too disturbed about its ratings drop to pre-Persian Gulf war levels, the network is looking to economic help from advertisers, cable operators and possibly CBS to help get those viewers back and continue to grow the network.

47 / GETTING PAY SUBS

Hauser Communications' Montgomery County, Md., system has instituted a new telemarketing campaign to entice new pay subscribers, giving customers a chance to purchase any pay service for 35 cents per day during a 30-day trial period. The purpose, said one Hauser executive, is to improve the price-value relationship of pay services in the minds of subscribers.

48 / KEEPING PROMISES TO SOURCES

The Supreme Court said the First Amendment offers little, if any, protection to news organizations that break promises of confidentiality to sources. In *Cohen v. Cowles Media*, the court ruled 5-4 that the press is subject to the same laws of "generally applicability" as other citizens.

51 / TV WITH FRONTIERS?

The Commission of the European Communities appears ready to deregulate the sale and use of satellite earth stations, but the new common market may prove less than open, if telecommunications ministry control of satellites and content restriction proposals survive the "deregulatory" process, said experts gathered at the Center for Strategic and International Studies in Washington last week.

52 / DIGITAL DECISIONS TO MAKE

A picture of world broadcasters' and governments' plans for evolution into digitally compressed high-definition and conventional TV was given at the 17th International Television Symposium and Technical Exhibition in Montreux, Switzerland (June 13-18). While U.S. broadcast, cable and satellite industries look forward to several compression applications, Japan's applications appear to be confined to satellite. Compressed services are not expected in Europe until 2005. Transnational satellite video services are expected to grow slowly, mainly due to political barriers in Europe.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 6/17	ABC 9.5 / 18			MACGYVER (53) [8.0 / 16] 7.4 / 15	8.7 / 17	ABC MONDAY NIGHT MOVIE—GOD BLESS THE CHILD (32) [10.3 / 19] 8.6 / 16	9.7 / 17	11.2 / 20	11.6 / 22
	CBS 11.8 / 22			MAJOR (36) DAD 9.7 / 20	FAMILY (39) MAN 9.5 / 18	MURPHY (3) BROWN 13.5 / 25	EVENING SP. (2) SHADE 13.8 / 24	NORTH. EXPOSURE (14) [12.2 / 22] 12.4 / 22	12.0 / 22
	NBC 8.4 / 16			FRESH (38) PRINCE 9.6 / 20	BLOSSOM (41) 9.1 / 18	NBC MONDAY MOVIE—BROTHERHOOD OF THE ROSE PT 1 (54) [7.9 / 14] 7.7 / 14	7.3 / 13	8.0 / 14	8.4 / 16
	FOX 4.6 / 9			FOX NIGHT AT THE MOVIES—SEEDS OF TRADGEDY (85) [4.6 / 9] 4.3 / 9	4.5 / 9	4.8 / 9	4.9 / 9		
TUESDAY 6/18	ABC 10.8 / 20			WHO'S THE (25) BOSS 10.9 / 22	HEAD OF (30) CLASS 10.4 / 20	ROSEANNE (5) 13.3 / 24	COACH (9) 12.6 / 22	CHINA BEACH (45) [8.8 / 16] 9.3 / 17	8.3 / 15
	CBS 13.0 / 24			RESCUE 911 (9) 12.6 / 25 11.6 / 23	13.5 / 25	CBS TUESDAY NIGHT MOVIE— MIRACLE LANDING (7) [13.2 / 24] 10.8 / 19	11.9 / 21	14.8 / 26	15.3 / 28
	NBC 8.2 / 15			NBC TUESDAY MOVIE—BROTHERHOOD OF THE ROSE PT 2 (55) [7.8 / 14] 6.4 / 13	7.0 / 13	8.6 / 15	9.2 / 16	LAW AND ORDER (43) [8.9 / 16] 8.7 / 15	9.2 / 17
WEDNESDAY 6/19	ABC 8.5 / 16			WONDER (46) YEARS 8.7 / 18	GROWING (40) PAINS 9.2 / 18	DOOGIE (30) M.D. 10.4 / 19	MAN IN * (49) FAMILY 8.5 / 15	EQUAL JUSTICE (63) [7.1 / 14] 7.2 / 13	7.1 / 14
	CBS 10.1 / 19			RESCUE 911 (50) SP. 8.4 / 18	FAMILY (64) MAN 6.9 / 14	JAKE AND FAT MAN (28) [10.5 / 19] 9.7 / 18	11.3 / 20	48 HOURS (14) [12.2 / 23] 12.2 / 23	12.3 / 24
	NBC 9.6 / 19			UNSLVD. MYSTERIES (21) [11.3 / 23] 9.9 / 21	12.7 / 25	NIGHT (35) COURT 9.8 / 18	DEAR (43) JOHN 8.9 / 16	QUATUM LEAP (51) [8.2 / 16] 8.0 / 15	8.4 / 17
THURSDAY 6/20	ABC 9.2 / 17			FATHER DOWLING (60) [7.3 / 15] MYSTR. 6.8 / 14	7.7 / 15	GABRIEL'S FIRE (65) [6.8 / 12] 6.3 / 12	7.2 / 13	PRIMETIME LIVE (4) [13.4 / 25] 13.6 / 25	13.2 / 25
	CBS 6.5 / 13			TOP COPS (58) [7.4 / 15] 7.1 / 15	7.8 / 16	BROKEN BADGES SP. (71) [6.3 / 12] 6.1 / 11	6.5 / 12	OVER MY DEAD (78) [5.9 / 11] BODY SP. 6.0 / 11	5.9 / 11
	NBC 11.6 / 22			COSBY (28) 10.5 / 22	DIFFERENT(24) WORLD 11.1 / 22	CHEERS (1) 14.5 / 27	WINGS (5) 13.3 / 24	SISTERS SP. (33) [10.2 / 19] 10.2 / 18	10.1 / 19
	FOX 7.3 / 14			SIMPSONS (47) 8.6 / 18	TRUE (73) COLORS 6.1 / 12	BEVERLY HILLS 90210 (62) [7.2 / 13] 6.8 / 13	7.6 / 14		
FRIDAY 6/21	ABC 11.6 / 24			FULL (26) HOUSE 10.7 / 25	FAMILY (17) MAT. 12.0 / 26	PERFECT (21) STRGN. 11.3 / 24	GOING (26) PLACES 10.7 / 22	20/20 (13) [12.3 / 25] 12.4 / 25	12.3 / 25
	CBS 7.2 / 15			VERDICT * (66) 6.6 / 15	TRUE SP. (69) DETEC. 6.4 / 14	CBS FRIDAY NIGHT MOVIE—SPARKS: PRICE OF PASSION (57) [7.5 / 15] 7.0 / 15	7.4 / 15	7.7 / 15	7.8 / 16
	NBC 5.9 / 13			HUNTER (77) [6.0 / 13] 5.2 / 12	5.6 / 12	6.5 / 14	6.9 / 14	MIDNIGHT CALLER (79) [5.8 / 12] 5.6 / 11	6.1 / 12
	FOX 3.8 / 8			AMERICA'S MOST (83) [4.8 / 11] WANTED 4.7 / 11	5.0 / 11	ALLIEN NATION (92) [2.7 / 6] 2.7 / 6	2.7 / 5		
SATURDAY 6/22	ABC 5.8 / 13			YOUNG RIDERS (81) [5.3 / 12] 5.1 / 12	5.4 / 12	ABC SATURDAY NIGHT MOVIE—SUPERGIRL (73) [6.1 / 13] 4.8 / 10	5.5 / 11	6.9 / 15	7.1 / 16
	CBS 5.6 / 12			CBS SATURDAY MOVIE—SOMEONE TO WATCH OVER ME (73) [6.1 / 13] 5.9 / 14	6.3 / 14	6.2 / 13	6.0 / 12	DOCTOR (87) DOCTOR 4.5 / 10	GOOD (85) SPORTS 4.6 / 10
	NBC 9.2 / 20			AMEN (58) 7.4 / 17	AMER. (60) DREAM. 7.3 / 17	GOLDEN (18) GIRLS 11.8 / 25	EMPTY (11) NEST 12.4 / 25	SISTERS (51) [8.2 / 18] 8.5 / 18	7.9 / 18
	FOX 4.2 / 9			TLY. HID. (88) VIDEO 3.8 / 9	YEAR- (91) BOOK 2.9 / 7	COPS (84) 4.7 / 10	COPS 2 (81) 5.3 / 11		
SUNDAY 6/23	ABC 9.1 / 18	LIFE GOES ON (66) [6.6 / 15] 6.0 / 14	7.3 / 16	AMR. FUN (11) VIDEO 12.4 / 25	AMR. FUN (19) PLP. 11.5 / 22	ABC SUNDAY NIGHT MOVIE—WEEKEND WAR (42) [9.0 / 17] 7.9 / 14	8.6 / 15	9.8 / 18	9.7 / 19
	CBS 11.7 / 23	60 MINUTES (8) [13.0 / 30] 12.1 / 29	13.9 / 31	SUNDAY (47) DINNER 8.6 / 17	ALL IN THE (23) FMLY 11.2 / 21	MURDER SHE WROTE(14)[12.2 / 22] 11.8 / 21	12.5 / 22	TRAILS OF ROSIE (19) [11.5 / 22] O'NEIL 11.4 / 21	11.5 / 23
	NBC 6.3 / 12	C. EVERTT KOOP (88) [3.8 / 9] 3.7 / 9	3.9 / 9	EXPOSE (73) 6.1 / 12	REAL LIFE (68) J. P. 6.5 / 12	NBC SUNDAY NIGHT MOVIE—THE MISSION (56) [7.6 / 14] 8.4 / 15	8.0 / 14	7.2 / 13	7.0 / 14
	FOX 6.2 / 12	LOS ALTOS (92) STY. 2.7 / 6	P. LEWIS (90) 3.0 / 7	IN LIVING (72) COLOR 6.2 / 13	GET A LIFE (80) 5.4 / 10	MRD. WITH (34) CHILD. 9.9 / 18	MRD. WITH (36) CHILD. 9.7 / 17	SUNDAY COMICS (69) [6.4 / 12] 6.9 / 13	5.9 / 12

WEEKLY PRIME TIME AVERAGE	ABC 9.2 / 18	CBS 9.5 / 19	NBC 8.4 / 16	FOX 5.4 / 11
SEASON PRIME TIME AVERAGE	ABC 11.8 / 20	CBS 11.8 / 20	NBC 12.2 / 21	FOX 6.3 / 11

YELLOW =
1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

RIAA ANALYSIS SHOWS CHANGE IN BUYING PATTERNS

New technology and demographics responsible for new consumer choices

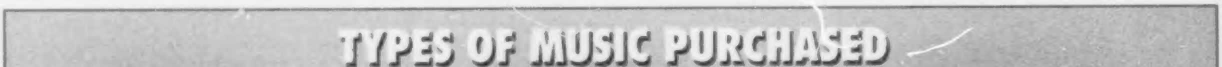
The 1980's were monumental years for the recording industry, according to data just released by the Recording Industry Association of America Inc., in Washington. The RIAA's "Inside the Recording Industry: A Statistical Overview Update 1990" cites a switch from vinyl to compact disk, demographic fluctuations and changes in listener tastes for much of this metamorphosis.

Rock-oriented music accounted for 42.9% of dollar value purchases in 1989 (the last year for which such data was available), virtually identical to 1985 (43%), with a 10% bulge in 1986-88. On the other hand, pop music, which comprised 17% of all music purchases in 1985, dipped to 14.4% in 1989, although rebounding slightly from a low of 13% in 1987. Also of note: black/urban product, which accounted for 10% of all sales in 1985, increased to 14% in 1989, while sales of country product dropped from 10% to 6.8% in the same period. Additionally, purchases of jazz records almost doubled, rising from 3% to 5.7% in that same five-year span.

In the same period, vinyl recordings have been nudged out of popularity (and record stores) by compact disks. In 1985 vinyl LP's accounted for $1.280 billion in dollar value on product shipments of 167 million units, vs. $389 million on shipments of 22.6 million CD's. In 1990, CD's accounted for $3.451 billion on shipments of 286 million units, vs. $86.5 million/11.7 million units for LP's. Shipments of disk singles—120.7 million units in 1985—fell to 11.7 million in 1990, while shipments of pre-recorded cassettes increased from 339.1 million ('85) to 442.2 million ('89) units.

The RIAA cites the "coming of age of baby boomers" as having an impact on the record industry, with adults 30-plus accounting for 35% of dollar volume in 1989. However, while this is an increase of 3.4 over the 1988 figure of 31.6%, it actually is a decrease from the 37% spent by adults 30-plus in 1985. In fact, the 20-29 segment posted the greatest increase in dollar volume, accounting for 34.3% of sales in 1989 vs. 29% in 1985. At the same time, purchases by consumers aged 10-19 decreased in that time span, with percentage of dollar value at 30.2% in 1989 vs. 34% in 1985.

Source of information (used by permission) for all figures is the RIAA Market Research Committee, with data compiled in part by Chilton Research Services, Radnor, Pa. —RIB



TYPES OF MUSIC PURCHASED

Source: "Inside the Recording Industry: A Statistical Overview 1990 Update," RIAA, 1991. (Numbers may not add due to rounding.)

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WHP-AM-FM Harrisburg, Pa. □ Sold by Commonwealth Communications Services to J. Albert Dame for $3.25 million cash. **Seller** is headed by Joseph M. Higgins, and is also licensee of WHP(TV) Harrisburg, Pa., and WSPD(AM) Toledo, OH. **Buyer** has interests in WRAK(AM)-WKSB(FM) Williamsport, Pa. WHP is fulltimer with news /talk format on 580 khz with 5 kw. WHP-FM has easy listening format on 97.3 mhz with 17 kw and antenna 840 feet. *Broker: The Ted Hepburn Co.*

WLII(TV) Caguas (San Juan) and satellite WSUR-TV Ponce, both Puerto Rico □ Sold by Teleonce Corp. to Estrella Brillante Ltd.; assignee will assume programing and film liabilities of assignor of $3 million, and other contingent liabilities. **Seller** is headed by Anne P. Jones, trustee, and former FCC commissioner (1979-83), and has no other broadcast interests. **Buyer** is subsidiary of Malrite Communications Group Inc., which is also selling subsidiary Channel 7 Inc.'s WSTE(TV) Ponce, P.R. ("Changing Hands," June 24). Malrite Communications owns four AM's, six FM's and five TV's. WLII is NBC affiliate on ch. 11 with 200 kw vis., 39.8 kw aur., and antenna 1,180 feet above average terrain. WSUR-TV is on ch. 9 with 58.9 kw vis., 5.89 kw aur. and antenna 2,270 feet above average terrain.

WLPZ(AM)-WWGT-FM Westbrook-Portland, Maine □ Sold by Porter Communications Systems Inc. to Atlantic Morris Broadcasting Inc. for $985,000 cash at closing, including $85,000 one-year noncompete covenant. **Seller** is headed by Winslow T. Porter Jr. and has no other broadcast interests. **Buyer** is headed by Patrick J. Chambers Jr., and is also licensee of WKTU(FM) Ocean City, N.J. and WABT(FM) Dundee, Ill.; parent Saddle River Holdings Corp. has interests in WALL(AM)-WKOJ(FM) Middletown, N.Y. WLPZ is Satellite Music Network affiliate, with heavy metal format on 1440 khz with 5 kw day and 1 kw night. WWGT-FM has contemporary hit format on 97.9 mhz with 16 kw and antenna 889 feet.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$2,197,417** □ **10**
FM's □ **$875,301** □ **10**
AM-FM's □ **$1,056,500** □ **3**
TV's □ **$3,000,000** □ **1**
Total □ **$7,129,218** □ **24**

Year to Date:
AM's □ **$50,058,085** □ **130**
FM's □ **$113,589,073** □ **137**
AM-FM's □ **$130,164,087** □ **97**
TV's □ **$267,499,000** □ **40**
Total □ **$561,310,245** □ **404**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KROL(AM) Laughlin, Nev. □ Sold by Laughlin Roughrider Broadcasting Inc. to Million Dollar Broadcasting Inc. for $750,000 on terms. **Seller** is headed by Sigmund Rogitch Trust, and has no other broadcast interests. **Buyer** is headed by Paul Bowman, and has no other broadcast interests. KROL has sports, news format on 870 khz with 10 kw day and 1 kw night.

WUBU(FM) Portage, Mich. □ CP sold by Larry Langford Jr. to Tri State Broadcasting Co. Inc. for $700,000. Terms: $500,000 cash at closing and $200,000, eight-year promissory note at 8%. **Seller** is headed by Larry Langford Jr., and is licensee of WLLJ(AM) Cassopolis, Mich. **Buyer** is headed by Gary B. Mallernee and is licensee of WTVB(AM)-WNWN(FM) Coldwater, WHEZ(AM) Portage, all Michigan. WUBU is allocated to 96.5 mhz with 3 kw and antenna 321 feet.

WAVG(AM) Louisville, Ky. □ Sold by Radio One of Louisville Inc. to Sunnyside Communications Inc. for $425,000. Terms: $403,750 cash at closing and $21,250 escrow deposit. **Seller** is headed by Thomas M. Duddy, receiver, and is also licensee of WLRS(FM) Louisville, Ky. **Buyer** is headed by Charles J. Jenkins (9.52%), Corum Enterprises Inc. (9.52%), E.H. Hughes Co. Inc. (9.52%), Citizens Fidelity Bank & Trust Inc. (4.76%) and 10 other directors, and is licensee of WXVW(AM) Jeffersonville, Ind. WAVG is fulltimer with oldies format on 970 khz with 5 kw. *Broker: Edward Henson Jr.*

WCUM(AM) Bridgeport, Conn. □ Sold by Jose C. Lugo to Pablo de Jesus Colon for $375,000 on terms, in transfer within licensee Radio Cumbre Broadcasting Inc. Principals have no other broadcast interests. WCUM is fulltimer with Spanish news talk format on 1450 khz with 1 kw.

SOLD!

WAVA(FM), Washington, D.C., has been sold by Emmis Broadcasting to Salem Communications Corporation for $20,000,000.

Elliot B. Evers initiated this transaction and represented Salem in the negotiations.

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hanna, PA. Filed June 4.

■ **WSUR-TV Ponce and WLII(TV) Caguas, both Puerto Rico** (WSUR-TV: BALCT910611KF; ch. 9; 58.9 kw-V; 5.89 kw-A; ant. 2,270 ft.; WLII: BALCT910611KG; ch. 11; 200 kw-V; 39.8 kw-A; ant. 1,180 ft.)—Seeks assignment of license from Teleonce Corp. to Estrella Brillante Ltd.; assignee will assume programing and film liabilities of assignor for $3 million, and will also assume other contingent liabilities. **Seller** is headed by Anne P. Jones, trustee, and has no other broadcast interests. **Buyer** is subsidiary of Malrite Communications Group Inc. (78%); Lucas Thomas Muniz (20%) and Milton Maltz (2%) and John C. Chaffee Jr. Malrite Communications Group also heads Channel 7 Inc., which is selling WSTE(TV) Ponce, PR (see below). Malrite Communications Group owns and operates WXIX-TV Newport, KY; WFLX(TV) West Palm Beach, FL; WHTZ(FM) Newark, NJ; KLAC(AM)-KZLA-FM Los Angeles; KNEW(AM)-KSAN-FM Oakland-San Francisco; WHK(AM)-WMMS(FM) Cleveland and WDGY(AM)-KEEY-FM Minneapolis-St. Paul. Malrite Communications Group also owns and operates, through subsidiary, WOIO(TV) Shaker Heights, OH. Malrite Communications Group is general partner of Malrite Guaranteed Broadcast Partners, licensee of WEGX(FM) Philadelphia. Filed June 11.

■ **WSTE(TV) Ponce, PR** (BALCT910611KE; ch. 7; 166 kw-V; 22.4 kw-A; ant. 2,710 ft.)—Seeks assignment of license from Channel 7 Inc. to Siete Grand Television Inc. for $6 million ("Changing Hands," June 24). **Seller** is headed by Malrite Communications (see WSUR-TV Ponce, PR above). **Buyer** is headed by Jerry B. and Esther M. Hartman, husband and wife, and has no other broadcast interests. Filed June 11.

■ **WJOT(AM) Lake City, SC** (BAPL910610EB; 1260 khz; 1 kw-D, 65 w-N)—Seeks assignment of CP from Wiggins Broadcasting to Holly City Communications Inc. for $75,000. **Seller** is headed by John H. Wiggins, and is licensee of WULF(AM)-WKXH(FM) Alma, GA; WWFN(FM) Florence, SC; WKZF(FM) New Bern, NC, and has application pending for CP at Centerville, TN. **Buyer** is headed by June F. Mitchell (51%) and John B. Mitchell (49%), and has no other broadcast interests. Filed June 10.

■ **WRKQ(AM) Madisonville, TN** (BAL910524EC; 1250 khz; 500 w-D, 86 w-N)—Seeks assignment of license from East Tennessee Broadcasters Inc. to Monroe Area Broadcasters Inc. for $1; real and broadcast property is owned by **Buyer**. **Seller** is headed by Sidney R. Kean and Mary S. Kean and has no other broadcast interests. **Buyer** is headed by Norman B. Lee (51%) and N. Burton Lee II (49%), father and son, and has no other broadcast interests. Filed May 24.

■ **KMVL(AM) Madisonville, TX** (BAL910531EA; 1220 khz; 500 w-D, 12 w-N)—Seeks assignment of license from William F. Carter to Leon Hunt for $80,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Filed June 10.

■ **KDOK(AM) Tyler, TX** (BAL910605EC; 1330 khz; 1 kw-D;)—Seeks assignment of license from Radio Center Inc., debtor-in-possession to Gleiser Communications Inc. for $65,000. **Seller** has no other broadcast interests. **Buyer** is headed by Paul L. Gleiser, who is sale consultant and manager of KTEN(TV) Ada, OK. Filed June 5.

■ **KULE-AM-FM Ephrata, WA** (AM: BAL910607EA; 730 khz; 1 kw-D; FM: BALH910607EB; 95.9 mhz; 1.5 kw; ant. 460 ft.)—Seeks assignment of license from B&G Enterprises to Basin Street Broadcasting for $25,000. **Seller** is headed by Alfred C. Geesey, and has no other broadcast interests. **Buyer** is headed by The Northcentral Broadcasting Co. (51%), headed by Jerry Isenhart, and Randy E. Boruff (49%). Northcentral Broadcasting is licensee of KOZI-AM-FM Chelan, WA., and FM translator stations K265AX ChelanManson, K267CT Twisp, K276BY BrewsterPateros and K276CY Manson25 Mile Creek, all Washington. Isenhart is licensee of translator stations K296CW WenatcheeEast Wenatchee and K221BT OthelloRoyal City, both Washington. K296CW rebroadcasts signal of KULE(FM); accordingly, contemporaneously with this application, Isenhart is filing application to assign and divest himself of K296CW. Filed June 7.

Actions

■ **KQEZ(FM) Coolidge, AZ** (BALH910322GK; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Larry E. Salsburey to Chriscom Inc. for $380,000. **Seller** has no other broadcast interests. **Buyer** is headed by Scott V. Christenson, who holds 1% of stock of Alpha Radio Inc., licensee of KKPL-AM-FM Opportunity, WA. Action June 10.

■ **KCBR(AM) Monument, CO** (BAL910502EA; 1040 khz; 4.6 kw-D)—Granted assignment of license from Trip-Lakes Broadcasting of Colorado Inc. to Chip Lusko & Kent Bagdasar Partners for $5,000. **Seller** is headed by Dan R. Hubbard, Carolyn D. Hubbard and Richard Brame, and has no other broadcast interests. **Buyers** Lusko (50%) and Bagdasar (50%) have no other broadcast interests. Action June 14.

■ **KCRT-AM-FM Trinidad, CO** (AM: BAL910415EA; 1240 khz; 250 w-U; FM: BALH910415EB; 92.7 mhz; 3 kw ant. 150 ft.)—Granted assignment of license from Essex III Broadcasting Inc. to International State Bank; bank is repossessing assets of station, valued at $230,000. **Seller** is headed by Molly Smith, and has no other broadcast interests. **Buyer** is headed by Ronald L. Moore (93%) and Ronald L. Schmeits (.30%), and has no other broadcast interests. Action June 12.

■ **WLKQ(AM) Buford, GA** (BAL910426EA; 1460 khz; 5 kw-D, 194 w-N)—Granted assignment of license from Buford Broadcasting Inc. to La Favorita Inc. for $120,000. **Seller** is headed by Jacqueline A. Joseph, and is licensee of WLKQ(FM) Buford, GA. **Buyer** is owned by Samuel Zamarron, who has interests in WAOS(AM) Austell, GA. Action June 12.

■ **WRUS(AM) Russellville, KY** (BAL910507EA; 610 khz; 2.5 kw; 73 w-N)—Granted assignment of license from Target Communications of Kentucky Inc. to The Tremont Group Ltd. for $10 and assumption of debt. **Seller** is headed by Donald J. Alt, who has interests in licensees of WILK(AM)-WKRC(FM) Wilkes-Barre and WNNK-AM-FM Harrisburg, both Pennsylvannia; WEZC(FM) Hickory, NC; WODZ(AM)-WRVR(FM) Memphis, TN; WWL(AM)-WLMG(FM) New Orleans, and WDCK(FM) Williamsburg, VA. Alt is also 45% stockholder of Logan Broadcasting Inc., proposed assignee of WFBG-AM-FM Atloona, PA. **Buyer** is headed by Joseph C. Amaturo (35% GP), and is licensee of WKGR(FM) Ft. Pierce, FL; KKMJ-AM-FM Austin, TX; WBVR(FM) Russellville, KY, and KFRG(FM) San Bernardino, CA. Amaturo is also licensee of KHGI-TV Kearney, NE, and its satellites KSNB-TV Superior and KWNB-TV Hayes Center, both Nebraska. Action June 13.

■ **WQFX(AM) Gulfport, MS** (BAL910429EG; 1130 khz; 500 w-D)—Granted assignment of license from Steere Broadcasting Corp. to Bleu Bayou Broadcasting Inc. for $47,500. **Seller** is headed by David E. Steere,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	241	5,227
Commercial FM	4,449	976	5,425
Educational FM	1,459	294	1,753
Total Radio	10,894	1,511	12,405
Commercial VHF TV	554	20	574
Commercial UHF TV	570	173	743
Educational VHF TV	124	3	127
Educational UHF TV	230	13	243
■ Total TV	1,478	209	1,687
VHF LPTV	201	163	364
UHF LPTV	694	903	1,597
■ Total LPTV	895	1,066	1,961
FM translators	1,860	348	2,208
VHF translators	2,712	87	2,799
UHF translators	2,312	3[illegible]	2,632

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research

C1750-1

Broadcasting Jul8

Reaching over 117,000 readers every week 60th Year 1991

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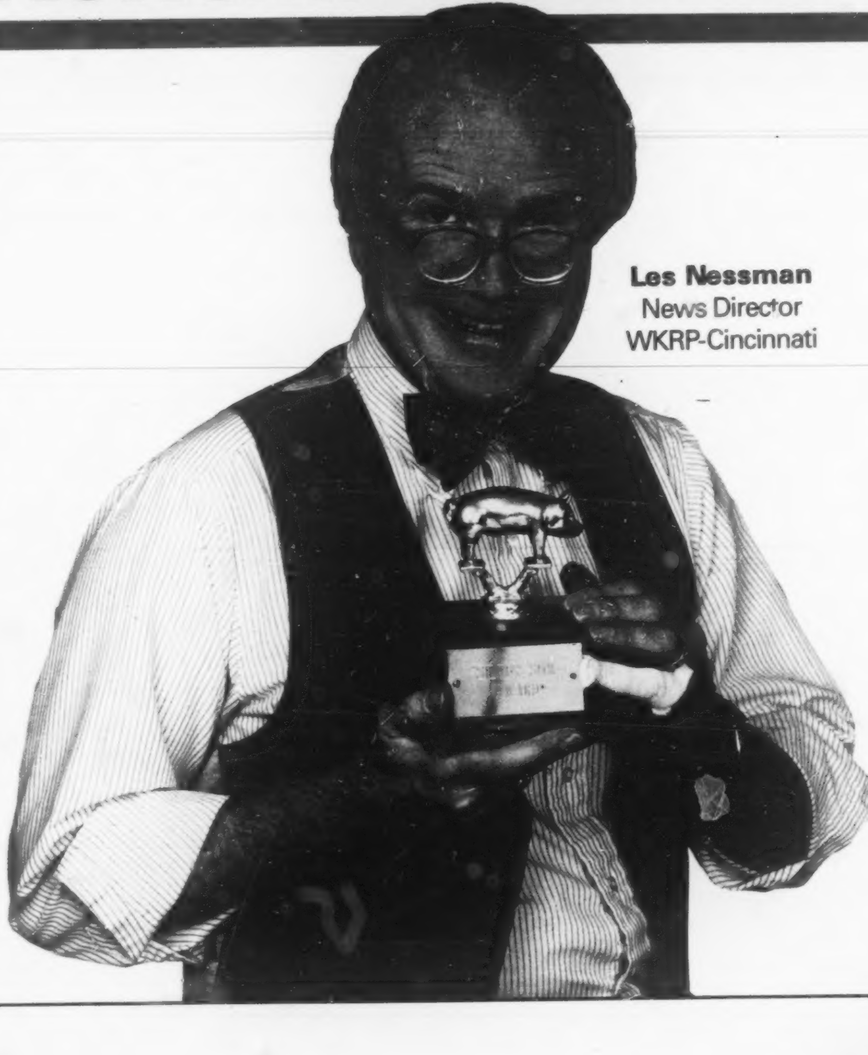
Exclusive look at ABRY Communications' fast-growing TV group

Newsman of the Year



Les Nessman
News Director
WKRP-Cincinnati

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Vol. 121 No. 1 $2.50

Fine line between profit and loss

THIS WEEK

23 / TV NETWORKS HEADING FOR PROFITLESS 1991

Securities analysts predict that combined profits of ABC, CBS and NBC will disappear this year due to rising costs and falling revenue. Outlook for long-term is brighter, however.

23 / FCC TO THE RESCUE

In wake of OPP report on problems ahead for over-the-air broadcasting, FCC this week will likely adopt broad inquiry to see if it can help by changing or dropping various rules.

24 / PEOPLE IN THE NEWS

A look at the three people responsible for the OPP's predictions on the fate of broadcast and cable TV: Robert Pepper, Florence Setzer and Jonathan Levy.

25 / WHAT'S NEXT?

OPP's Robert Pepper sits down with BROADCASTING and answers questions about the implications of his office's study.

26 / SHEDDING SOME LIGHT ON THOMAS

Some insight into Supreme Court nominee Clarence Thomas may be gained from an appeals court decision in which he participated on the FCC's women's preference policies.

These are the three authors of the FCC's Office of Plans and Policy's report on the future of broadcasting and cable (l-r): Florence Setzer, OPP Chief Robert Pepper and Jonathan Levy (page 24).

27 / BEHIND THE SCENES AT ABC, CBS, NBC

New book by Ken Auletta details uphevels at all three television networks in the 1980's following new ownership. Clashes between new owners and existing management and talent are recounted in great detail in "The Three Blind Mice: How the Networks Lost Their Way." Book will be published by Random House next month.

28 / GOING THEIR OWN WAY

NCTA, CATA, TCI and Time Warner turn down invitation from NAB to join in meeting to discuss industry guidelines following passage of Television Violence Act. Cable says it will develop its own set of standards.

29 / FOX, LBS SUE AND COUNTERSUE

20th Century Fox is suing LBS over revenues due company under barter sales agreement for Fox syndication prpoerties. LBS has filed counter claim alleging Fox is trying to force LBS out of business so that, among other things, Fox can capture rights to popular game show, *Family Feud.*

30 / HANDS TIED

Networks were chaffing a bit last week at clause in prime time access rules that restricts what they are allowed to do in first-run syndication. Joining them were some syndicators who have been working with O&O's on shows. Issue came to head over clause in final report and order prohibiting any network-produced first-run syndicated shows in access on affiliates in top 50 markets. Falling under definition are several shows currently being produced by network O&O's, including NBC-Viacom's *Johnny B...On the Loose*, which has been testing in access on NBC-owned WMAQ-TV Chicago and Viacom-owned NBC affiliate KMOV-TV St. Louis.

32 / NEW LINE SHOWS OFF ITS NEW LINE

New Line Television Distribution, which launched at NATPE convention in January, is armed with first-run and off-cable series and movie package that includes popular Teenage Mutant Ninja Turtles theatricals, with which it hopes to make its mark in tough syndicated marketplace.

36 / PBS LOSES CAMPAIGN FUNDING

Markle Foundation pulls planned funding of ambitious PBS 1992 election programing/public service effort, citing broadcasting service indecision, underfunding and lack of commitment by service to effort as "a very high priority, perhaps a first priority," according to letter from foundation to project's supporters. Foundation will now look to 1996 elections, eyeing experimental and interactive TV, and possible alliance with commercial TV.

40 / CAPITALIZING ON A FRAGMENTED FUTURE

Listener loyalty in rapidly changing music industry has created a range of increasingly narrow niches. The result has been format splintering as suppliers try to keep pace with eclectic demand.

41 / RADIO ON TV

With radio stations spending some $160 million yearly to promote themselves, New York-based company Effective Media Services is rolling out EFORT marketing plan to help radio stations advertise themselves effectively on TV.

43 / INDEPENDENT ABRY'S

Former consultants Andrew Banks and Royce Yudkoff (their initials form ABRY of ABRY Communications) have spent past two years buying independent TV's—five of them—while promising investors pre-tax return of 40%-50%. Harvard-educated partners are going about that task with acquisition strategy based on plenty of quantitative analysis, while keeping their eyes open for more stations.

Tyson-Ruddock II delivered a one-two PPV punch for cable operators. The June bout was one of several pay-per-view boxing and other specials on last month's card (page 48).

48 / "AND THE WINNER": PPV

In busy pay-per-view month that included five boxing matches and specials, Tyson-Ruddock II still managed to generate a $43 million take, second largest of year behind the nearly $50 million for Holyfield-Foreman in April, and with buy rates approaching Tyson-Ruddock I.

49 / DAY IN COURT BEGINS

Courtroom Television Network, 24-hour cable channel devoted to judicial process, launched last week to 4.5 million cable homes in 38 states. Although debut was lacking hoped-for high-profile case, first day's fare included two criminal trials and parts of two civil cases in federal court, where a test of cameras also began last week. Said one Court TV executive: "We're a shadow of our future self." But same executive said that at launch, channel is "better than I thought it would be.

51 / ONE MORE TIME

FCC has asked U.S. court of Appeals in Washington for en banc rehearing of that court's decision (by three-judge panel including Supreme Court nominee Clarence Thomas) throwing out commission's 24-hour ban on indecency. Commission cites recent Supreme Court decision upholding nude dancing ban as well as earlier *Sable* decision in support of rehearing.

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51 / NAB TOPS HONORARIA SPENDERS

Once again, NAB was most generous telecommunications lobby in 1990 when it came to picking up tab for congressmen's speeches and travel. NCTA gained ground, while INTV appeared less active than in past years.

53 / TEST TIME

This week, enhanced-definition and high-definition television systems will begin to be scrutinized by the Advanced Television Testing Center, as it kicks off its year-long test of six systems, four of which propose digital delivery of HDTV via broadcast, cable, wireless and satellite. FCC, meanwhile, will issue broad notice of inquiry, probably in October, on any issue "not dependent on the test," including allocation of simulcast channels.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 6/24	ABC 9.8 / 18			MACGYVER (52) [8.2 / 16] 7.7 / 16	8.6 / 17	ABC MONDAY NIGHT MOVIE—DAVID (24) [10.6 / 19] 8.8 / 16	10.0 / 17	11.4 / 20	12.2 / 22
	CBS 11.3 / 21			MAJOR (34) DAD 10.0 / 20	FAMILY (40) MAN 9.2 / 18	MURPHY (7) BROWN 12.3 / 22	EVENING SP. (4) SHADE 12.7 / 22	NORTH. EXPOSURE (12) [11.7 / 21] 12.0 / 21	11.5 / 21
	NBC 9.5 / 17			FRESH PRINCE (31) [10.2 / 20] 9.6 / 19	10.8 / 21	NBC MONDAY NIGHT MOVIE—QUANTUM LEAP (40) [9.2 / 16] 8.2 / 15	9.2 / 16	9.6 / 17	10.0 / 18
TUESDAY 6/25	ABC 11.1 / 21			WHO'S THE (36) BOSS 9.5 / 20	HEAD OF (21) CLASS 10.8 / 21	ROSEANNE (3) 13.3 / 24	COACH (5) 12.6 / 22	CHINA BEACH (29) [10.3 / 19] 10.6 / 19	10.0 / 18
	CBS 9.8 / 18			RESCUE 911 (17) 11.0 / 22 10.3 / 21	11.7 / 23	CBS TUESDAY NIGHT MOVIE— LEONA-QUEEN OF MEAN (40) [9.2 / 16] 8.1 / 15	8.5 / 15	9.9 / 17	10.2 / 19
	NBC 8.5 / 16			MATLOCK (46) [8.6 / 17] 8.4 / 17	8.7 / 17	LAW AND ORDER (46) [8.6 / 15] 8.5 / 16	8.8 / 15	QUANTUM LEAP (51) [8.4 / 15] 8.4 / 15	8.4 / 16
WEDNESDAY 6/26	ABC 8.2 / 16			WONDER (52 YEARS 8.2 / 17	GROWING (46) PAINS 8.6 / 17	DOOGIE (38) M.D. 9.3 / 17	MAN IN (58) FAMILY 7.7 / 14	EQUAL JUSTICE (58) [7.7 / 15] 7.5 / 14	7.8 / 15
	CBS 9.0 / 17			RESCUE 911 (63) SP. 7.2 / 15	FAMILY (78) MAN 5.6 / 11	JAKE AND FAT MAN (28) [10.4 / 19] 9.5 / 18	11.3 / 20	48 HOURS (31) [10.2 / 19] 10.1 / 19	10.3 / 20
	NBC 9.5 / 18			UNSLVD. MYSTERIES (14) [11.1 / 23] 10.0 / 21	12.1 / 24	NIGHT (45) COURT 8.7 / 16	SEINFELD (44) 8.8 / 16	QUANTUM LEAP (46) [8.6/ 16] 8.3 / 15	9.0 / 17
THURSDAY 6/27	ABC 7.4 / 14			FATHER DOWLING (68) [6.5 / 14] MYSTR. 6.2 / 13	6.8 / 14	GABRIEL'S FIRE (68) [6.5 / 12] 6.2 / 12	6.9 / 13	PRIMETIME LIVE (43) [9.1 / 17] 8.5 / 16	9.8 / 19
	CBS 11.6 / 22			TOP COPS (56) [7.8 / 16] 7.2 / 15	8.4 / 17	18 th ANNUAL DAYTIME EMMYS (2) [13.5 / 25] 12.1 / 23	13.6 / 25	14.5 / 27	13.7 / 26
	NBC 10.9 / 21			COSBY (19) 10.9 / 23	DIFFERENT(14) WORLD 11.1 / 23	CHEERS (6) 12.5 / 23	WINGS (26) 10.5 / 19	QUANTUM LEAP (29) [10.3/ 19] 10.1 / 18	10.4 / 20
	FOX 6.8 / 14			SIMPSONS (55) 8.0 / 17	TRUE (77) COLORS 5.7 / 12	BEVERLY HILLS 90210 (65) [6.8 / 13] 6.3 / 12	7.2 / 13		
FRIDAY 6/28	ABC 10.8 / 23			FULL (26) HOUSE 10.5 / 25	FAMILY (9) MAT. 11.9 / 27	PERFECT (21) STRGN. 10.8 / 24	GOING (34) PLACES 10.0 / 21	20/20 (23) [10.7 / 22] 10.9 / 23	10.4 / 22
	CBS 7.1 / 16			VERDICT (70) 6.4 / 15	TRUE SP. (71) DETEC. 6.3 / 14	CBS FRIDAY NIGHT MOVIE—FATAL IMAGE (60) [7.5 / 16] 7.1 / 16	7.1 / 15	7.9 / 16	7.9 / 16
	NBC 6.2 / 13			TRUE BLUE (83) [4.4 / 10] 4.3 / 10	4.5 / 10	HUNTER (72) [6.2 / 13] 5.8 / 13	6.7 / 14	QUANTUM LEAP (54) [8.1 / 17] 7.6 / 16	8.6 / 18
	FOX 3.5 / 7			AMERICA'S MOST (82) [4.5 / 10] WANTED 4.4 / 10	4.6 / 10	ALLIEN NATION (90) [2.4 / 5] 2.3 / 5	2.5 / 5		
SATURDAY 6/29	ABC 5.7 / 12			YOUNG RIDERS (81) [4.6 / 11] 4.3 / 11	4.9 / 12	ABC SATURDAY NIGHT MOVIE—HITMAN/MAVERICK SQ. (72) [6.2 / 13] 5.5 / 12	6.3 / 13	7.4 / 16	5.6 / 12
	CBS 6.6 / 15			CBS SATURDAY MOVIE—HOUSTON: LEGEND OF TEXAS (66) [6.6 / 15] 6.0 / 15	6.2 / 15	6.1 / 13	6.5 / 14	7.1 / 15	7.7 / 17
	NBC 10.1 / 23			AMEN (64) 6.9 / 17	DOWN (60) HOME 7.5/ 18	GOLDEN (9) GIRLS 11.9 / 26	EMPTY (8) NEST 12.1 / 25	1st PERSON/SHRIVER(17) [11.0 / 24] 10.9 / 23	11.2 / 25
	FOX 4.1 / 9			TLY. HID. (86) VIDEO 4.1 / 10	YEAR- (89) BOOK 3.1 / 7	COPS (84) 4.2 / 9	COPS 2 (80) 5.1 / 11		
SUNDAY 6/30	ABC 7.3 / 14	LIFE GOES ON (78) [5.6 / 13] 5.1 / 12	6.2 / 14	AMR. FUN (19) VIDEO 10.9 / 22	AMR. FUN (14) PLP. 11.1 / 22	ABC MINI SERIES—NAPOLEON AND JOSEPHINE (72) [6.2 / 11] 6.4 / 12	6.0 / 11	6.3 / 12	6.2 / 12
	CBS 11.4 / 22	60 MINUTES (1) [14.1 / 32] 13.6 / 32	14.6 / 32	ALL IN THE (37) FMLY 9.4 / 19	SUNDAY (38) DINNER 9.3 / 18	MURDER SHE WROTE(9)[11.9 / 21] 11.5 / 21	12.4 / 22	TRAILS OF ROSIE (33) [10.1 / 19] O'NEIL 9.9 / 18	10.3 / 20
	NBC 6.7 / 13	C. EVERTT KOOP (88) [3.7 / 8] 3.8 / 9	3.6 / 8	EXPOSE (75) 5.8 / 12	REAL LIFE (66) J. P. 6.6 / 13	NBC SUNDAY NIGHT MOVIE—INHERIT THE WIND (50) [8.5 / 16] 8.4 / 15	8.2 / 15	8.7/ 16	8.8 / 17
	FOX 7.4 / 15	TOTALLY (87) HD VD 3.9 / 9	P. LEWIS (84) 4.2 / 9	IN LIVING (62) COLOR 7.3 / 15	GET A LIFE (75) 5.8 / 11	MRD. WITH (24) CHILD. 10.6 / 19	MRD. WITH (13) CHILD. 11.6 / 21	SUNDAY COMICS (56) [7.8 / 15] 8.1 / 15	7.6 / 15

WEEKLY PRIME TIME AVERAGE	ABC 8.5 / 17	CBS 9.6 / 19	NBC 8.7 / 17	FOX 5.8 / 12
SEASON PRIME TIME AVERAGE	ABC 11.8 / 20	CBS 11.7 / 20	NBC 12.1 / 21	FOX 6.3 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (00)—RANKING [00]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, Fla. □ Sold by Susquehanna Radio Corp. to Paxson Broadcasting of Jacksonville Inc. for $6.4 million cash. Seller is headed by Louis J. Appell Jr. and is licensee of KNBR(AM)-KFOG(FM) San Francisco; KPLX(FM) Fort Worth; KKZR(AM)-KRBE-FM Houston; WAPW(FM) Atlanta; WRRM(FM) Cincinnati; WGH-AM-FM Newport News, Va.; WFMS(FM) Indianapolis; WARM(AM)-WMGS(FM) Scranton-Wilkes Barre, and WSBA(AM)-WARM(FM) York, both Pennsylvania. **Buyer** is headed by Paxson Enterprises Inc. (10%) and Lowell W. Paxson (90%). Paxson, former president and CEO of Home Shopping Network, is attributable shareholder (approximately 32%) in HSN, which is parent of 12 TV's. He recently purchased WCRJ-FM Jacksonville, Fla. ("Changing Hands," June 10). WTKN is fulltimer with news/talk/sports format on 570 khz with 5 kw. WHVE has adult contemporary format on 102.5 mhz with 100 kw and antenna 1,776 feet above average terrain. Broker: Media Venture Partners.

WLXI-TV Greensboro, N.C. □ Sold by Trinity Broadcasting Network Inc. to Radiant Life Ministries Inc. for $1.9 million in form of 10-year promissory note at 5%. **Seller** is headed by Paul F. Crouch, and is licensee of one AM, one FM and 12 TV's including TV's in New York and Los Angeles. **Buyer** is headed by Garth W. Coonce and has interests in Tri-State Christian TV Inc., licensee of WTCT(TV) Marion, Ill.; WAQP(TV) Saginaw, Mich.; WNYB-TV Buffalo, N.Y., and WINM(TV) Angola, Ind. Tri-State has application pending for purchase of WGGH(AM) Marion, Ill., and is licensee or permittee of several LPTV's. WLXI-TV is independent on ch. 61 with 500 kw vis., 50 kw aur., and antenna 573 feet above average terrain.

WOKN-FM Goldsboro, N.C. □ Sold by WOKN Inc. to Southern Broadcasters Inc. for $560,500. Price includes $19,500 escrow deposit, $491,000 assumption of liabilities and $50,000, four-year promissory note at 10%. **Seller** is headed by Robert Swenson, and has no other broadcast interests. **Buyer** is headed by Caroline Beasley and Bradley C. Beasley, sister and brother. Bradley Beasley is stockholder of Beasley Broadcasting of Philadelphia Inc., licensee of WXTU(FM) Philadelphia; 51% stockholder of CSRA Broadasters Inc., licensee of WKXC-AM-FM Aiken, S.C.; Beasley also has interests in Wintersrun Communications Inc., licensee of WBSS-FM Millville, N.J. Caroline Beasley has interests in Beasley Broadcasting of Reidsville Inc., licensee of WJMH(FM) Reidsville, N.C.; Midwest Broadcasting of Chicago Inc., licensee of WBIG(AM) Aurora, Ill.; Beasley FM Acquisition Corp., licensee of KRTH-FM Los Angeles. Parent company

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$10** □ **1**

FM's □ **$1,164,767** □ **7**

AM-FM's □ **$6,857,500** □ **4**

TV's □ **$1,900,000** □ **1**

Total □ **$9,922,277** □ **13**

Year to Date:

AM's □ **$50,058,095** □ **131**

FM's □ **$114,753,840** □ **144**

AM-FM's □ **$137,021,587** □ **101**

TV's □ **$269,399,000** □ **41**

Total □ **$571,232,522** □ **417**

For 1990 total see Jan. 7, 1991 BROADCASTING.

STEVENS RECEIVER FOR GMX STATIONS

Broker Gary Stevens of Gary Stevens & Co. was named receiver by Chrysler Capital Corp. for a group of eight radio stations in four markets: KLCL(AM)-KHLA(FM) Lake Charles, La.; WHBB(AM)-WDXX(FM) Selma, Ala.; WNAU(AM)-WWKZ(FM) Tupelo, Miss., and WHNK(AM)-WRLT-FM Nashville. The principal creditor, Chrysler Capital, agreed with the stations' parent company, GMX Corp., a concrete company, to put the stations into receivership after GMX defaulted on financing.

Stevens, a former radio group operater, said he's anxious to sell the Nashville stations quickly, since the FM is a Class A and the AM is off the air.

"I think it's a watershed," Stevens said. "It may be other [creditors] will see this [group of stations put into receivership] and decide this is what they want to do."

YTD MARKETS

Through the first six months, MVP has emerged as the 1991 industry leader in radio transactions. Coast-to-coast, north to south, in bull and bear economies, large, medium or small markets – no other brokerage firm performs more consistently, more professionally, for its clients.

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Washington, D.C.
Minneapolis
Tampa
Kansas City
Jacksonville
Richmond
McAllen
Spokane
Pensacola/Mobile
Ft. Myers
Anchorage
Lake Charles
Winchester
Fairbanks

RANDALL E. JEFFERY
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ELLIOT B. EVERS
415-391-4877

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BRIAN E. COBB
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Orleans, and WHAS(AM)-WAMZ(FM) Louisville, KY. Clear Channel owns 100% stock of Clear Channel Television Inc., licensee of WPMI-TV Mobile, AL; KTTU-TV Tucson, AZ; WAWS(TV) Jacksonville, FL; KOKI-TV Tulsa, OK; KSAS-TV Wichita and KAAS-TV Salina, both Kansas. Action June 19.

■ **WFEN(FM) Rockford, IL** (BTCED910510GX; 88.3 mhz; 30 kw; ant. 136 ft.)—Dismissed app. of transfer of control from Rockford Educational Broadcasting Foundation to Faith Center, sister corporation, for no cash consideration. Transferor and transferee are nonstock corporations headed by Donald M. Lyon, and have no other broadcast interests. Action June 19.

■ **WVSB-TV West Point, MS** (BALCT910507KF; ch. 27; 2,000 kw-V; 200 kw-A; ant. 180 ft.)—Granted assignment of license from Venture Systems Inc. to Love Communications Co. for $1.65 million. **Seller** is headed by John Dyer, and has no other broadcast interests. **Buyer** is headed by James S. Love III and Robert R. O'Brien Jr. Love has interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, Miss., and Sunshine Television Inc., licensee of KDRV(TV) Medford and KDKF(TV) Klamath Falls, both Oregon. Action June 24.

■ **WNHT(TV) Concord, NH** (BALCT900604KF; ch. 21; 1860 kw-V; ant. 1,128 ft.)—Granted assignment of license from Thomas J. Flatley to Rogue Television Corp. for $1.5 million. **Seller** has no other broadcast interests. **Buyer** is headed by Stephen M. Mindich and Michael C. Mooney, and has interest in WHRC-TV Norwell, MA. Mindich is 100% shareholder and president of MCC Broadcasting Co., licensee of WFNX(FM) Lynn, MA. Action June 20.

■ **WNCO-AM-FM Ashland, OH** (AM: BTC910429GQ; 1340 khz; 1 kw-U; FM: BTCH910429GR; 101.3 mhz; 50 kw; ant. 500 ft.)—Granted transfer of control within licensee Ashland Broadcasting Corp. for $20,500 in stock sale. **Sellers** are James W. Male and Ross Fichtner. **Buyer** is Walter R. Stampfli. Ashland Broadcasting is headed by Stampfli (50.31%), Male (24.84%) and Fichtner (24.84%), who are stockholders of North Central Ohio T.V. Corp., licensee of LPTV W59BP Ashland, OH. Action June 14.

■ **WBYR(FM) Van Wert, OH** (BALH910329GG; 98.9 mhz; 50 kw; ant. 450 ft.)—Granted assignment of license from Atlantic Resources Corp. to Southern Skies Corp. for $2.775 million. **Seller** is headed by Chris Caggiano, and has no other broadcast interests. **Buyer** is headed by Jerome H. Atchley, Joanne Scott and Jackson Farrow Jr., and has interests in KZSN-AM-FM Wichita, KS, and KSSN(FM) Little Rock, AR. Action June 17.

■ **WOFE-AM-FM Rockwood, TN** (AM: BAL910409GY; 580 khz; 1 kw-D; FM: BAPH910409GZ; 105.7 mhz; 600 w; ant. 728 ft.)—Granted assignment of license and CP from Roane Broadcasting Co. Inc. to P & G Properties Inc. for $120,000. **Seller** is headed by David R. Ledford, and has no other broadcast interests. **Buyer** is headed by Glenn (51%) and Peggy M. Hill (49%), husband and wife, and has no other broadcast interests. Action June 14.

■ **KTEO-AM-FM San Angelo, TX** (AM: BAL900301EF; 1340 khz; 1 kw-D, 250 w-N; FM: BALH900301EG; 93.9 mhz; 34 kw; ant. 415 ft.)—Granted assignment of license from KTEO Media West Inc. to Criswell Center for Biblical Studies for $350,000. **Seller** is headed by Lynn Farr and Kenneth R. Camp and has no other broadcast interests. **Buyer** is headed by Bo Sexton, Richard Kearley Jr. and Dewey Hunt Jr., and has interests in KCBI-FM Dallas, KAGN-FM Abilene, KTDN-FM Palestine and KCRN(FM) Wichita Falls, all Texas; KSYE-FM Frederick, OK and LPTV K220BL Webbers Falls, TX. Action June 18.

■ **KLLB(AM) West Jordan, UT** (BAL910501EA; 1510 khz; 10 kw-D)—Granted assignment of license from Western Broadcasting Inc. to United Security Financial Inc. for $180,001. **Seller** is headed by Carole R. and John H. Hinton, husband and wife, and has no other broadcast interests. **Buyer** is headed by Rosemary Cosby, and has no other broadcast interests. Action June 18.

■ **KMUS(FM) Burns, WY** (BTCH910226HH; 101.9 mhz; 50 kw; ant. 150 ft.)—Granted transfer of control from William L. Moir to Frederick J. Berger and Richard M. Reizman for $44,000. **Sellers** head licensee KMUS Inc. Moir is 100% stockholder of WDXR(AM) Paducah, KY, and WDXR(FM) Golconda, IL. **Buyers** Reizman (50%) and Berger (50%) have no other broadcast interests. Action June 13.

NEW STATIONS

Applications

■ **Panama City Beach, FL** (BPCT910617KE)—Sunkissed Broadcasting Inc. seeks ch. 46; 2385 kw; ant. 277 m. Address: 3017 Piedmont Rd. NE Suite 200, Atlanta, GA 30305. Principal is headed by Donald L. Jones, Kenneth L. Bazzle and William H. Sanders. Jones has CP for LPTV's serving Daytona Beach, Cocoa Beach, Titusville, Sebastian and St. Augustine, all Florida. He is also president and 50% shareholder of Turner County Broadcasting Co., licensee of WNNQ(AM) Ashburn, GA. Sanders has interests in Downs Broadcasting Inc., licensee of WXFX(FM) Prattville, AL, and KDXR(FM) Borger, TX, and is 80% stockholder of Martin Media Inc., general partner of Calvalley Radio Ltd. licensee of KVFX(FM) Manteca, CA. He is also director of Jones Intercable Inc., which owns and operates cable systems in 24 states. Filed June 17.

■ **Florence, OR** (BPH910620MB)—Coast Broadcasting Co. Inc. seeks 106.9 mhz; 2.3 kw; ant. 155 m. Address: P.O. Box 20000, Florence, OR 97439. Principal is headed by Charles A. Farmer, who is GM and 100% owner of Lower Columbia Broadcasting Co. Inc., licensee of KVAS(AM)-KKEE(FM) Astoria, OR-Long Beach, WA. Filed June 20.

Actions

■ **Princeville, HI** (BPH900418ML)—Granted app. of North Shore Radio Inc. for 98.9 mhz; 100 kw; ant. -16 m. Address: 435 South Lafayette Park Place Suite 105 Los Angeles. Principal is headed by Iris E. Lindsttedt, Charles Carrell, Forrest Romas, Judith A. Romas, Newton Bellis and Rita Bellis. Carrell, Lindstedt, Forrest Romas and Judith A. Romas are stockholders of Radio Hawaii, Inc., licensee of KPUA(AM)-KWXX-FM Hilo, HI. Carrell and Lindstedt are stockholders of WLBE 790 Inc., licensee of WLBE(AM) Leesburg, FL. Action June 19.

■ **Princeville, HI** (BPH900418MI)—Dismissed app. of Pangyarihan Broadcasting Ltd. for 98.9 mhz; 100 kw; ant. 114 m. Address: P.O. Box 3426, Lihue, HI 96766. Principal is headed by Jonnie Pangyarihan, Daniel Braverman, Michael Sirkis and Robin M. Rothschild, and has no other broadcast interests. Action June 19.

■ **Madisonville, KY** (BPH900220MJ)—Granted app.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	241	5,227
Commercial FM	4,449	976	5,425
Educational FM	1,459	294	1,753
Total Radio	10,894	1,511	12,405
Commercial VHF TV	554	20	574
Commercial UHF TV	570	173	743
Educational VHF TV	124	3	127
Educational UHF TV	230	13	243
■ Total TV	1,478	209	1,687
VHF LPTV	201	163	364
UHF LPTV	694	903	1,597
■ Total LPTV	895	1,066	1,961
FM translators	1,860	348	2,208
VHF translators	2,712	87	2,799
UHF translators	2,312	320	2,632

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

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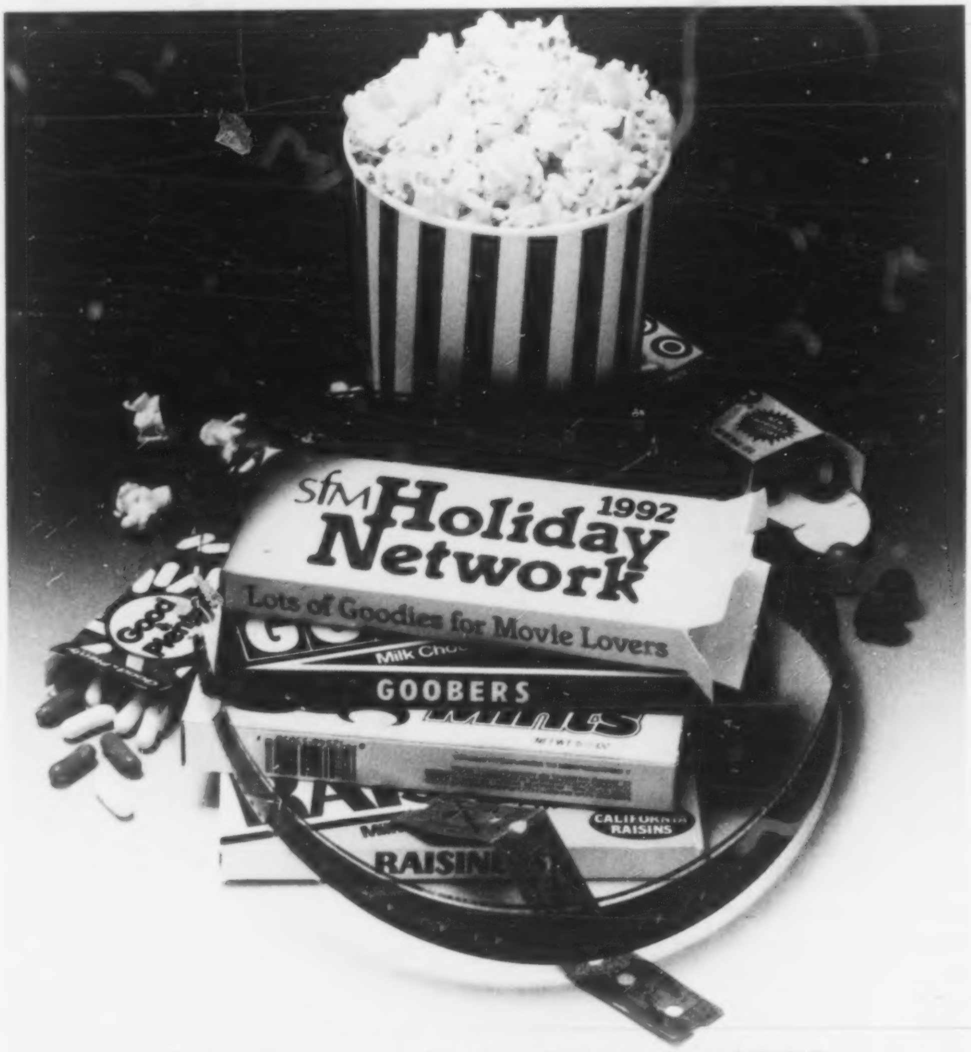
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BAD NEWS TRAVELS FAST

Broadcasting Jul15

THIS WEEK

11 / UPFRONT WOES

Fresh from 10%-15% price reductions in network upfront market, advertisers and agencies are turning to cable and syndication markets with expectation of similar deals. Some syndicators and cable networks are resisting price cuts, others appear resigned to equation that as broadcast networks go, so goes the competition.

12 / ABC EXPANDS, CONTRACTS

ABC will go ahead with its planned overnight anchored news program, *World News Tonight*. Affiliates will not have to pay for the service, but the network will retain 60% of advertising time in the program. But even while it was expanding its news coverage, the division was announcing layoffs of as many as 100 staffers, as well as other budget-cutting measures, including the closing of its Rome and St. Louis bureaus and switching from Beta to 3/4-inch equipment.

13 / FCC TAKES DEREG STEP

In the wake of the so-called Pepper Paper, the study by the FCC's Office of Plans and Policy, the commission last week invited TV broadcasters to provide information on how FCC rules should be changed to improve their competitive position. There is "much less scarcity" and a "lot less concentration of power" than when the FCC broadcast TV regulations were adopted, FCC Chairman Al Sikes said last week. "It is time to take a look at the rules in relationship to that reality," he concluded.

15 / S. 12 SLIPPAGE

Full calendar, nomination of Clarence Thomas to Supreme Court and prospect of increased cable lobbying will likely push back timetable for Senate action on cable reregulation legislation.

16 / HIGHEST BIDDER

House Telecommunications Subcommittee will hold hearings in September to consider bill that proposes spectrum auctions rather than lotteries or comparative hearings for planned reallocation of 200 MHz of government-controlled spectrum to private use.

17 / WIRELESS WORLD

Wireless Cable Association President Robert Schmidt told BROADCASTING last week that his industry "will carry" all broadcast signals, and talked of other potential synergies with broadcasting, including increased pay-per-view opportunities. Schmidt said industry still faces problems from perception created by difficulties encountered by showcase systems in several major markets, but added that other major obstacles, including channel capacity, limited range and dependence on line of sight, have been repaired by new FCC rules.

18 / PACKAGE PROBLEMS

Warner Bros. hopes to sell *Midnight Caller* to USA Network along with some films from its Volume 30 movie package. One hitch may be that Volume 30 titles are supposedly in hands of Lifetime/Chris-Craft partnership.

CBS News correspondent Richard Schlesinger discusses case with Judge Herbert Exarhos on premiere of CBS's 'Verdict' (page 22).

19 / DIGITAL DIVIDE

It has been a year since Panasonic delivered its first digital signal processing cameras (DSP). Although some broadcasters say technology is advance over tube or analog charge-coupled devices, manufacturers are split over how soon market for DSP cameras will emerge, with Ikegami currently producing its own DSP camera and Sony and Hitachi still researching the technology.

20 / NEW 'HOME'

After month-long evaluation of struggling *Home Show*, ABC has spared the ax and given its daytime offering a new lease on life, including format and staff changes and expansion by half hour beginning today (July 15). Former *Today* show executive producer, Marty Ryan, is running the show and says he plans to take it in a more issue-oriented direction.

21 / 'MUPPET BABIES' JOIN FOX FAMILY

The Fox Children's Network has secured the broadcast rights to the *Muppet Babies* from Jim Henson Productions, creating an hour block of children's programing—with its *Peter Pan and the Pirates*—for weekday mornings for the 1991-92 season. Odd man out appears to be Claster Television, which had distributed animated half-hour since 1989. Under terms of the deal, Fox will have 65 episodes available for stripping, plus another 19 should Fox renew the contract beyond its initial year. The deal follows closely on the heels of Fox's expanded arrangement with Warner Bros. Domestic Television for kids product, including *Tiny Toon Adventures* and *Merrie Melodies*.

22 / MORE WITH LESS

News divisions have had to cut costs and staff in light of tough times at the networks. The other side of that coin, however, is that the economic pinch has opened up opportunities for new programing both in prime time and in various relatively uncharted dayparts for news divisions, which can produce programing at half the cost of prime time entertainment fare.

23 / 'DA' TO 'DALLAS'

The saga of the Ewing clan is a hit in the Soviet Union. That country's national television network, Gosteleradio, appears to have deal with *Dallas* overseas distributor Worldvision for the first three seasons of the series. Soviets are also said to be close to a deal with Hanna-Barbera.

26 / WARNER STUDY FINDS TASTE FOR ACQUIRED PROGRAMS

A study of eight basic cable networks shows that the highest rated entertainment programs for the first quarter of 1991 were largely acquired product, rather than original programing. Warner is looking to maintain the health of the cable market for hour dramas, theatricals and off-network series and movies. Not all cable services agree with the contention that acquired programing automatically brings in higher rates.

29 / FIN-SYN BEGIN AGAIN

The seemingly endless saga of the FCC's revised financial interest and syndication rules continued last week. CBS and NBC filed petitions for reconsideration, blasting the rules as "illogical," unconstitutional and counterproductive, while the Coalition to Preserve the Financial Interest and Syndication Rule, joined by producers and INTV, argued that the rules should be tightened. Meanwhile, ABC was challenging the rules in the U.S. Court of Appeals (CBS and NBC are expected to join it if the FCC does not significantly relax them).

30 / DEBATING CABLE DEFINITIONS

At a House subcommittee hearing last week, MMDS operators argued that a U.S. Copyright Office preliminary finding, that wireless cable did not fit the definition of a cable system as regards compulsory license, would cripple industry. Subcommittee generally agreed that Copyright Office had misinterpreted Copyright Act of 1976 in confining its "other communications channels" to wired media, rather allowing phrase to encompass "new technologies," such as MMDS.

32 / HOLLYWOOD AUDIT

The American Institute of Certified Public Accountants is forming a task force to study the way entertainment companies keep their books in an effort to standardize practices such as how much revenue to project from a film or TV series and when projections of different revenue sources can be included. Although the findings aren't binding, they could lead to changes in the recording of revenue, costs and, thus, earnings.

35 / RENAISSANCE OFFER

One of country's largest independent groups is making a $40 million public stock offering through Salomon Brothers. Company will use money to pay off debt and interest-paying preferred stock. Additional reason for offering may be to ease partial liquidation of existing stock and warrant holdings.

36 / RADIO QUID PRO QUO

U.S. interest in European and other international markets has raised question of whether international interests should be allowed to increase their investment in U.S. properties. BROADCASTING talked to some radio executives and got a mixed reaction over whether the increased infusion of capital would be a salvation or a sellout.

WCA's Robert Schmidt looks at wireless world (page 17).

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 7/1	ABC 6.5 / 12			MACGYVER (42) [8.0 / 16] 7.6 / 16	8.4 / 16	ABC MINI SERIES—NAPOLEON AND JOSEPHINE II (64) [5.7 / 10] 5.5 / 10	5.4 / 9	5.6 / 10	6.2 / 12
	CBS 11.2 / 21			MAJOR (36) DAD 8.4 / 17	FAMILY (27) MAN 8.8 / 17	MURPHY (5) BROWN 12.2 / 22	DESIGNING (1) WMN. 13.0 / 23	NORTH. EXPOSURE (3) [12.4 / 23] 12.5 / 22	12.4 / 23
	NBC 8.7 / 16			FRESH (22) PRINCE 9.7 / 20	IN THE (32) HOUSE 8.5 / 16	NBC MONDAY NIGHT MOVIE—MAN AGAINST THE MOB (32) [8.5 / 15] 8.4 / 15	8.2 / 14	8.7 / 15	8.7 / 16
	FOX 5.7 / 11			FOX NIGHT AT THE MOVIES—K-9000 (64) [5.7 / 11] 5.0 / 10	5.2 / 10	6.2 / 11	6.4 / 11		
TUESDAY 7/2	ABC 7.5 / 14			WHO'S THE (25) BOSS 9.3 / 19	ROSEANNE (18) 10.0 / 19	ABC MINI SERIES—NAPOLEON AND JOSEPHINE III (58) [6.4/ 12] 6.6 / 12	6.3 / 12	6.3 / 12	6.4 / 13
	CBS 9.0 / 17			RESCUE 911 (18) 10.0 / 20 9.5 / 20	10.5 / 20	CBS TUESDAY NIGHT MOVIE— WINDMILLS OF THE GODS I (32) [8.5 / 16] 9.0 / 17	8.1 / 15	8.6 / 16	8.4 / 17
	NBC 10.9 / 21			MATLOCK (18) [10.0 / 20] 9.3 / 19	10.7 / 21	HEAT OF THE NIGHT (4) [12.3 / 23] 11.8 / 22	12.9 / 24	LAW AND ORDER (15) [10.3 / 20] 10.3 / 19	10.3 / 20
WEDNESDAY 7/3	ABC 6.6 / 14			WONDER (45) YEARS 7.4 / 17	DANGER (64) TEAM 5.7 / 13	DOOGIE (46) M.D. 7.1 / 15	MAN IN (52) FAMILY 6.7 / 14	EQUAL JUSTICE (59) [6.3 / 13] 6.3 / 13	6.3 / 13
	CBS 7.0 / 15			ROCKY & (80) BULL. 4.2 / 10	FAMILY (77) MAN 4.7 / 11	CBS SPECIAL MOVIE— WINDMILLS OF THE GODS II (38) [8.3 / 17] 7.1 / 15	7.9 / 17	8.7 / 18	9.3 / 19
	NBC 9.5 / 20			UNSLVD. MYSTERIES (7) [11.3 / 26] 10.7 / 25	11.9 / 27	NIGHT (26) COURT 9.2 / 20	SEINFELD (40) 8.2 / 17	QUANTUM LEAP (36) [8.4/ 17] 7.6 / 16	9.2 / 19
THURSDAY 7/4	ABC 5.2 / 14			FATHER DOWLING (68) [5.5 / 14] MYSTR. 5.3 / 14	5.7 / 15	GABRIEL'S FIRE (77) [4.7 / 12] 4.3 / 11	5.2 / 13	KOPPEL REPORT (70) [5.4 / 14] 5.3 / 13	5.6 / 14
	CBS 5.2 / 14			GREAT AMERICAN CELEBRATION (75) [4.9 / 13] 4.8 / 13	5.1 / 13	4.6 / 12	5.0 / 12	BOB SIMON/BAGHDAD (64)[5.7 / 15] 5.8 / 15	5.7 / 15
	NBC 7.1 / 18			COSBY (49) 6.8 / 18	DIFFERENT(49) WORLD 6.8 / 18	CHEERS (32) 8.5 / 22	WINGS (48) 6.9 / 17	L.A. LAW (49) [6.8 / 17] 6.4 / 16	7.1 / 18
	FOX 3.8 / 10			SIMPSONS (79) 4.6 / 12	TRUE (87) COLORS 3.5 / 9	BEVERLY HILLS 90210 (87) [3.5 / 9] 3.4 / 9	3.7 / 9		
FRIDAY 7/5	ABC 10.5 / 22			FULL (9) HOUSE 10.9 / 25	FAMILY (6) MAT. 11.9 / 26	BELLES OF (21) BLK ST. 9.8 / 21	GOING (30) PLACES 8.7 / 18	20/20 (9) [10.9 / 22] 11.0 / 22	10.8 / 22
	CBS 7.8 / 16			VERDICT (62) 5.8 / 13	TRUE SP. (62) DETEC. 5.8 / 13	CBS FRIDAY NIGHT MOVIE—THE LAST FRONTIER PT1 (27) [8.8 / 18] 7.5 / 16	8.9 / 18	9.1 / 18	9.8 / 20
	NBC 7.0 / 15			TRUE BLUE (75) [4.9 / 11] 4.8 / 11	5.0 / 11	NBC FRIDAY NIGHT MOVIE—ELVIRA MISTRESS OF DARK (41) [8.1 / 17] 6.9 / 15	8.1 / 17	8.7 / 18	8.7 / 18
	FOX 3.8 / 8			AMERICA'S MOST (68) [5.5 / 12] WANTED 5.4 / 12	5.6 / 12	ALIEN NATION (91) [2.1 / 4] 2.2 / 5	2.1 / 4		
SATURDAY 7/6	ABC 5.8 / 13			YOUNG RIDERS (73) [5.0 / 12] 4.7 / 12	5.3 / 13	ABC SATURDAY NIGHT MOVIE—K-9 SILVER FOX (61) [6.2 / 14] 5.1 / 11	5.6 / 12	7.0 / 16	7.2 / 16
	CBS 5.7 / 13			CBS SATURDAY MOVIE—THE LAST FRONTIER PT2 (53) [6.6 / 15] 5.6 / 14	6.4 / 15	7.0 / 16	7.3 / 16	DOCTOR (84) DOCTOR 3.9 / 9	GOOD (84) SPORTS 3.9 / 9
	NBC 8.5 / 19			AMEN (53) 6.6 / 17	DOWN (43) HOME 7.5/ 18	GOLDEN (17) GIRLS 10.1 / 23	EMPTY (14) NEST 10.4 / 22	DEAR(30) JOHN 8.7 / 19	CAROL & (43) CO. 7.5 / 17
	FOX 3.7 / 8			TLY. HID. (89) VIDEO 2.9 / 7	YEAR- (90) BOOK 2.3 / 6	COPS (80) 4.2 / 9	COPS 2 (71) 5.2 / 11		
SUNDAY 6/30	ABC 9.8 / 20	LIFE GOES ON (59) [6.3 / 14] 5.6 / 13	7.0 / 15	AMR. FUN (12) VIDEO 10.6 / 22	AMR. FUN (11) PLP. 10.7 / 21	ABC SUNDAY NIGHT MOVIE—THE TOWN BULLY (8) [11.2 / 21] 9.8 / 18	11.2 / 20	11.8 / 21	12.1 / 23
	CBS 10.4 / 21	60 MINUTES (2) [12.7 / 28] 12.2 / 28	13.3 / 29	ALL IN THE (13) FMLY 10.5 / 21	SUNDAY (22) DINNER 9.7 / 19	MURDER SHE WROTE(15)[10.3 / 19] 10.3 / 19	10.3 / 18	TRIALS OF ROSIE (38) [8.3 / 16] O'NEIL 8.6 / 16	8.0 / 15
	NBC 5.9 / 12	C. EVERTT KOOP (84) [3.9 / 9] 4.0 / 9	3.8 / 8	EXPOSE (71) 5.2 / 11	REAL LIFE (57) J. P. 6.5 / 13	NBC SUNDAY NIGHT MOVIE—NOBLE HOUSE PT1 (47) [7.0 / 13] 6.9 / 13	6.9 / 12	7.1 / 13	7.3 / 14
	FOX 6.4 / 13	TOTALLY (82) HD VD 4.1 / 9	P. LEWIS (82) 4.1 / 9	IN LIVING (53) COLOR 6.6 / 13	GET A LIFE (73) 5.0 / 10	MRD. WITH (22) CHILD. 9.7 / 18	COPS SP. (27) 8.8 / 16	SUNDAY COMICS (53) [6.6 / 12] 6.9 / 13	6.3 / 12

WEEKLY PRIME TIME AVERAGE ABC 7.5 / 16 CBS 8.1 / 17 NBC 8.1 / 17 FOX 5.0 / 11

YELLOW = 1/2 HR WINNER

SEASON PRIME TIME AVERAGE ABC 11.7 / 20 CBS 11.7 / 20 NBC 12.0 / 21 FOX 6.3 / 11

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

Bros.'s efforts to underline the success of acquired versus original programing is warranted. According to a Lifetime spokeswoman: "At Lifetime, we see more opportunities for the future for original programing. It appears that some people are having difficulty coming to grips with that strategy." Some observers also called into question the timing of Warner's study and its press briefing, noting that Warner Bros. is currently negotiating for the sale of *China Beach* and *Midnight Caller* to cable (see story, "Top of the Week").

USA's Dave Kenin, executive vice president, programing, does not dispute the fact that acquired programing is important, but acknowledged that "over time, the balance between acquired and original programing will shift," and more original programing will be produced. He also disputed the notion that higher ratings mean "acquired does better than original. That's like saying cake is better than water. You can't. You need both," he said. Off-network series, for example, are strippable and help build structure to a schedule, whereas original series are more of a premium, he said.

Kenin also refuted the implication that theatrical releases do better than original movies. Theatricals are not all alike, he said. "Not all have the staying power films like *Rambo* have." (*Rambo* was USA's highest rated movie first quar-

CABLE NETS RATINGS DROP IN SECOND QUARTER

With most of the bigger cable networks reporting ratings down from last year, the 14 cable networks reporting figures for second-quarter 1991 were down slightly, off 3% compared to last year's ratings for the same period. Hurt by limp ratings for its World League of American Football, USA dipped from the top of the heap with a 2.3 rating to third, with a 1.8. WTBS Atlanta also dipped, from a 2.1 to a 1.8, in part due to lower ratings for Atlanta Braves games than last year, despite the team's better performance this year. ESPN, with baseball ratings off slightly from last year, dipped just 0.1 of a rating point, as did MTV.

CNN, which following the Gulf war saw viewership levels dip back down to 1990 numbers during April and May, had a bad June with ratings for the quarter dropping from a 1.1 to a 0.8.

Prime Time

	2Q 1991		2Q 1990	
	Rating	HH	Rating	HH
TNT	1.9	1,042,000	1.9	865,000
WTBS	1.8	1,047,000	2.1	1,136,000
USA	1.8	1,035,000	2.3	1,209,000
ESPN	1.7	998,000	1.8	1,010,000
Lifetime	1.3	679,000	0.9	435,000
Nashville	1.2	637,000	1.0	502,000
Nick at Nite	1.0	554,000	0.9	446,000
Discovery	0.9	502,000	0.9	453,000
Family	0.9	473,000	0.9	424,000
CNN	0.8	498,000	1.1	580,000
A&E	0.7	359,000	0.7	300,000
MTV	0.6	332,000	0.7	359,000
HL News	0.3	142,000	0.3	135,000
VH-1	0.3	128,000	0.2	75,000

Figures are network estimates. All data supplied by outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not on the entire television universe. USA's prime time is 7-11 p.m.; Family Channel's prime time is 8-10 p.m. A&E's full day is 8 a.m.-4 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 7 p.m.-8 a.m.; Discovery and Nashville's are 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.

THE SHOW THAT SCOOPED THE NEWS IN NORFOLK.

#1 IN MAY OUTSCORING LOCAL NEWS IN KEY WOMEN DEMOS!

		[illegible]	[illegible]	[illegible]	[illegible]
WVEC/A	HARD COPY (ADJ. HAB.) RANK	11	[illegible]	[illegible]	[illegible]
		#1	#1	#1	#1
WTKR/C	LOCAL NEWS	[illegible]	27	[illegible]	[illegible]
WAVY/N	LOCAL NEWS	4	10	2	3

INCREASED LAST YEAR'S *INSIDE EDITION* SHARES AS MUCH AS 32%

INCREASED LOCAL NEWS LEAD-OUT DEMOS 7-16%

HARD COPY

PREMIER

Paramount

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KPAY-AM-FM Chico, Calif. □ Sold by Pacific Northwest Broadcasting Group to McCoy Broadcasting Co. for $4.1 million. **Seller** is headed by Charles Wilson and owns KBOI(AM)-KQFC(FM) Boise and KSEI-AM-FM Pocatello, both Idaho. **Buyer** is headed by Craig McCoy and owns KCCY(FM) Pueblo, Colo. KPAY(AM) is fulltimer with AC format on 1060 khz with 10 kw. KPAY-FM has easy listening format on 95.1 mhz with 8.7 kw and antenna 1,170 feet above average terrain. *Broker: William A. Exline Inc.*

WJYQ(FM) Moncks Corner, S.C. □ Sold by Ceder Carolina Ltd. to Sonnydale Broadcasting Inc. for $830,000 cash. **Seller** is headed by Marvin F. Ceder, who is president of Ceder Broadcasting Inc., 63% owner of licensee of WNBR(AM)-WNND(FM) Fuquay Varina, N.C. **Buyer** is owned equally by Dale T. Litchford Sr. and Rodney G. Gross, and has no other broadcast interests. WJYQ has classical format on 105.5 mhz with 3 kw and antenna 265 feet above average terrain.

WPDX-AM-FM Clarksburg, W.V. □ Sold by WPDX Inc. to Earl Judy Jr. for $405,000 cash. **Seller** is headed by Patrick H. Kelly and has no other broadcast interests. **Buyer** is headed by Earl Judy Jr., who also owns WBRJ(AM)-WEYQ(FM) Marietta, Ohio; WMQC(FM) Westover, W.V.; WCRO(AM) Johnstown, Pa., and WSKO(FM) Buffalo Gap, Va. Judy is president and 51% owner of WSVG(AM)-WSIG(FM) Mount Jackson, Va.; 49% owner of WZKT(AM) Waynesboro, Va., WKOY(AM)-WKMY(FM) Bluefield-Princeton, W.V., and recently sold WALI(AM)-WROG(AM) Cumberland, Md. WPDX(AM) has country format on 750 khz with 1 kw day. WPDX-FM has country format on 104.9 mhz with 2.5 kw and antenna 321 feet above average terrain.

WNBI-AM-FM Park Falls, Wis. □ Sold by Northland Broadcasting Inc. to Nicolet Broadcasting Inc. for $400,000 cash. **Seller** is headed by William Beckwith and George Palo and has no other broadcast interests. **Buyer** is headed by Roger L. Utnehmer and also owns WERL(AM)-WRJO(FM) Eagle River, Wis. WNBI(AM) has adult contemporary format on 980 khz with 1 kw day and 105 w night. WNBI-FM has 98.3 mhz with 3 kw and antenna 275 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$975,000** □ **9**

FM's □ **$932,915** □ **2**

AM-FM's □ **$4,905,000** □ **3**

TV's □ **$0** □ **0**

Total □ **$6,812,915** □ **14**

Year to Date:

AM's □ **$51,033,095** □ **140**

FM's □ **$115,686,755** □ **146**

AM-FM's □ **$141,926,587** □ **104**

TV's □ **$269,399,000** □ **41**

Total □ **$578,045,437** □ **431**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KMDY(AM) Thousand Oaks, Calif. □ Sold by Comedy Broadcasting Co. to Buena-Ventura Communications Inc. for $300,000 cash. **Seller** is headed by Ira Barmak and also owns KNJO(FM) Thousand Oaks, Calif. **Buyer** is headed by Daniel D. Villanueva, who owns Villanueva Media Inc., which is 20% general partner and 55% limited partner of KSMS-TV Monterey, Calif. Villanueva is also on board of directors of Community TV of Southern California, licensee of noncommercial KCET(TV) Los Angeles. KMDY has all comedy format on 850 khz with 500 w day and 250 w night.

For other proposed and approved sales see "For the Record," page 39.

BULLITT SISTERS TO ACQUIRE KING-AM-FM

King Broadcasting Co.'s controlling shareholders, Priscilla Bullitt Collins and sister Harriet Stimson Bullitt, daughters of King Broadcasting founder Dorothy Stimson Bullitt, are forming a corporation to acquire KING-AM-FM Seattle. The price was not disclosed, but industry sources are confident that the $10 million King Broadcasting expected to receive when the company's radio group was placed on the market in March will be paid. The remaining stations, KGW(AM)-KINK(FM) Portland, Ore., and KSFO(AM)-KYA(FM) San Francisco, are still for sale.

YTD
$72,380,760!

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BACK TO NORMAL IN N.Y., L.A.

Just-released spring Arbitron numbers show radio listening returned to pre-war patterns in the nation's top two markets. News stations lost some of the huge gains posted in the winter books (BROADCASTING, April 22) but managed to retain some of their new listeners.

■ *New York*: The much-heralded battle of the CHR's seems to have had little impact on the latest survey, with Emmis's WQHT(FM) seemingly benefitting the most from the return of Scott Shannon to the market. In the spring survey, WHTZ(FM) (Shannon's former station) remained unchanged from the winter book, and WPLJ(FM) (Shannon's new station) gained a 0.2 share to a total 2.2 rating. Oldies-formatted WCBS-FM regained its number-one position, barely ahead of urban-formatted WRKS(FM).

■ *Los Angeles*: Soft adult contemporary KOST(FM) retained the lead in the second market, with talker KABC(AM) jumping into second with a gain of 0.8, from 4.3 to 5.1 from the winter survey. Urban-formatted KKBT(FM) continues to make steady gains with an increase to 4.0. Another big mover was oldies-formatted KRTH(FM), up 2.8 to 3.6.

All numbers are based on persons 12-plus, Monday-Sunday, 6 a.m.-midnight, and are copyrighted by Arbitron.

	Format	*Winter '91*	*Spring '91*
1. New York			
WCBS-FM	Oldies	5.0	5.2
WRKS(FM)	Urban	5.8	5.1
*WPAT-AM-FM	Easy	4.0	4.9
WLTW(FM)	Soft AC	5.0	4.9
WOR(AM)	Talk	4.3	4.6
WINS(AM)	News	5.7	4.3
WNSR(FM)	Soft AC	4.2	4.2
WQHT(FM)	CHR	3.7	4.0
WBLS(FM)	Urban	4.1	3.8
WHTZ(FM)	CHR	3.6	3.6
2. Los Angeles			
KOST(FM)	Soft AC	5.7	6.1
KABC(AM)	Talk	4.3	5.1
KIIS-AM-FM	CHR	4.7	4.7
KLOS(FM)	AOR	4.0	4.5
KBIG(FM)	AC	3.5	4.1
KKBT(FM)	Urban	3.6	4.0
KRTH(FM)	Oldies	2.8	3.6
KWKW(AM)	Spanish	3.1	3.4
KPWR(FM)	CHR	3.5	3.4
KFWB(AM)	News	4.3	3.1
KROQ(FM)	Rock	2.9	3.1

*Not simulcast in previous book

RIDING GAIN

DAB DO

The European Broadcasting Union (EBU) will hold a digital audio broadcasting symposium in cooperation with the National Association of Broadcasters in Montreux, Switzerland, next year. The two-day symposium (June 8-9, 1992) will be held just prior to the NAB Radio Montreux Symposium and Equipment Exhibition (June 10-13), NAB's first show to be held outside the United States.

The digital audio symposium will focus on the state of the technology following the 1992 World Administrative Radio Conference (WARC) in Barcelona, Spain, next February. World governments are expected to decide whether to allocate L-band spectrum (frequencies near 1500 MHz) for international satellite and terrestrial DAB at WARC. NAB has endorsed a U.S. terrestrial implementation of the European-developed Eureka 147 DAB system and advocates DAB establishment in the L band.

The EBU and NAB events will have separate registrations. Michael Rau, NAB senior vice president, science and technology, said he expects the two groups will agree to admit the other's attendees.

MONTREUX SIGN-UPS

Six organizations have endorsed the National Association of Broadcasters' plan to organize the NAB Radio Montreux convention, an international radio programing and technology show to be held in Montreux, Switzerland, June 10-13, 1992. The five new "supporting member" organizations are: the Radio-Television News Directors Association, Broadcast Education Association, International Radio and Television Society, National Public Radio and the North American National Broadcasters Association. The European Broadcasting Union had previously signed on as a supporting member.

JUST SAY YES

Unistar Radio Networks is producing and distributing *The Yes Story*, scheduled to air the weekend of July 19-21 and timed to coincide with the group's current concert tour. The three-hour radio special features Yes's top hits, as well as interviews with band members Jon Anderson, Bill Bruford, Tony Kaye and Steve Howe. *The Yes Story* is hosted by WYSP(FM) Philadelphia's Ed Sciaky.

NPR NAMES MOSCOW BUREAU CHIEF, MAKES STAFF CHANGES

National Public Radio has named Michael Shuster bureau chief of its new Moscow bureau, scheduled to open this fall. Shuster had been London bureau chief. Previously, NPR relied on correspondent Ann Cooper for reports from Moscow, but she will leave the Soviet Union in September.

Deborah Amos, London-based correspondent for NPR, will replace Shuster as bureau chief there. However, Amos has recently been named a Nieman Fellow at Harvard University for the 1991-92 academic year, so she will not return to London until next summer. John Ydstie, NPR's London economic correspondent, will head the bureau until Amos arrives. *All Things Considered* producer Michael Sullivan will move to London to become a contract reporter.

Other changes include: John Hockenberry, former Mideast correspondent, has returned to New York as a national correspondent; Renee Montagne will replace John Matisonn as South Africa correspondent because Matisonn, Peter Breslow, another *All Things Considered* producer, and correspondent Jackie Lyden will begin a Benton Fellowship in September; Melissa Block, associate producer of *All Things Considered*, will replace Sullivan; Brooke Gladstone, senior editor for *All Things Considered*, will be a John S. Knight Fellow at Stanford University, and Elizabeth Arnold has been hired as a general assignment reporter in Washington.

burg, FL. Action June 21.

■ **WQIZ(AM)-WKQB(FM) St. George, SC** (AM: BAL901207HJ; 810 khz; 5 kw-D; FM: BALH901207HK; 107.5 mhz; 100 kw; ant. 984 ft.)—Dismissed assignment of license from Trident Communicatons Corp. to Barton Broadcasting Corp. for $1.5 million. **Seller** is headed by Thomas J. Greiner and Robert O'Leary, and are permittees of KMCE(FM) Rancho Cordova, CA. **Buyer** is headed by Charles A. Barton, who is 50% stockholder in Mid-Carolina Communications Inc. licensee of WSSC(AM) Sumter, SC, and has 40% interest in Sumter Radio Partnership, which has application for CP pending at Sumter, SC. Action June 24.

■ **WYOR(AM) Brentwood, TN** (BAL910118EA; 560 khz; 500 w-D)—Granted assignment of license from Adoni Communications Inc. to Media Resource Group Inc. for $57,000. **Seller** is headed by Ade Oni, and has no other broadcast interests. **Buyer** is headed by A. K. Upadhyaya (70%) and Elisa O. Upadhyaya (30%), and is licensee of WAJN(AM) Ashland City, TN. Action June 24.

■ **WHLP-AM-FM Centerville, TN** (AM: BAL910514GL; 1570 khz; 5 kw-D; FM: BALH910514GM; 96.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from William A. Potts, receiver, to Hickman County Broadcasting Inc. for $140,000. **Seller** has no other broadcast interests. **Buyer** is headed by Charles Galbreath (51%) and John H. Wiggins (49%). Wiggins is president and 100% stockholder of Queen City Broadcasting System Inc., licensee of WULF(AM)-WKXH-FM Alma, GA; general partner (75% equity) of Wiggins Broadcasting, licensee of WJOT(AM)-WWFN(FM) Lake City, SC, and president and 100% stockholder of Atlantic Broadcasting Inc., proposed assignee of WJCS(FM) Bayboro, NC. Action June 27.

■ **WEKR(AM) Fayetteville, TN** (BAL910516EA; 1240 khz; 1 kw-U)—Granted assignment of license from Elk River Broadcasters Inc. to Hopkins Broadcasting System Inc. for $213,000. **Seller** is headed by Michael R. Freeland, and has no other broadcast interests. **Buyer** is headed by Claude G. Hopkins (100%), and has no other broadcast interests. Action June 27.

■ **KDSI(AM)-KOPY(FM) Alice and KNGV(FM) Kingsville, both Texas** (KDSI: BTC910322GL; 1070 khz; 1 kw-U; KOPY: BTCH910322GM; 92.1 mhz; 3 kw; ant. 300 ft.; KNGV: BTCH910322GN; 92.1 mhz; 3 kw; ant. 210 ft.)—Granted transfer of control within JefCo. Enterprises for $425,000. **Seller** is Elizabeth Fletcher, representative of estate of Jimmie Earle Fletcher, and has no other broadcast interests. **Buyer** is Robert R. Bruton. Melanie Bruton, his wife, is applicant for CP for new FM at Haltom City, TX. Licensee is headed by George W. Marti, who owns 20% stock of Fletcher Broadcasting Inc., licensee of KCLE(AM) Cleburne, TX, and proposed assignee of KCLW-FM Hamilton, TX. Action June 20.

■ **KRYL(FM) Gatesville, TX** (BALH910515GG; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Gatesville Broadcasting Co. to LDR Broadcasting Ltd. for $125,000. **Seller** is headed by Gaylon W. Christie, who is 50% general partner of Cove Broadcasting Co., licensee of KOOV(FM) Copperas Cove, TX. **Buyer** is headed by L. Max Rudolph (75%) and Roger G. Fant (25%), and has no other broadcast interests. Action June 28.

■ **KJWL(FM) Georgetown, TX** (BAPH910501GZ; 107.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Williamson County Communications Inc. to KJWL Associates for $400,000. **Seller** is headed by C. Noel Luper, and has no other broadcast interests. **Buyer** is headed by Richard D. Rees (50%) and Eric E. Slaymaker (50%). Rees is sole owner of Rees Broadcasting Inc., which has application pending against renewal application for licensee of KJQN-FM Ogden, UT. Action June 27.

■ **KFIT(AM) Lockhart, TX** (BAL901003EA; 1060 khz; 2 kw-D)—Granted assignment of license from KFIT Inc. to Onyx Broadcasting Co. Inc. for $400,000. **Seller** is headed by William W. Jamar, who has interests in KBWD(AM)-KOXE(FM) Brownwood, KSNY-AM-FM Snyder, KOKE(FM) Giddings and KCRM(FM) Cameron, all Texas. **Buyer** is headed by Darrell E. Martin, who has 81% ownership of KWWJ(AM) Baytown, TX. Action June 25.

NEW STATIONS

Applications

■ **Adams, WI** (BPH910625MA)—Roche-A-Cri Broadcasting seeks 106.1 mhz; 6 kw; ant. 100 m. Address: 408 Hillwood Lane, Friendship, WI 53934. Principal is headed by Karl J. Roekle (25%), Diane Roekle (25%), Dorothy Cooper (5%) and Mark Leibelt (45%), and has no other broadcast interests. Filed June 25.

Actions

■ **Chatom, AL** (BPH900314MM)—Dismissed app. of Hap-Hazard Broadcast Co. for 106.1 mhz; 25 kw; ant. 93 m. Address: P.O. Box 1479, Cross City, FL 32628. Principal is headed by Charles A. Esposito and has no other broadcast interests. Action June 26.

■ **Chatom, AL** (BPH900315MH)—Dismissed app. of Larry A. Payne for 106.1 mhz; 18.165 kw; ant. 116 m. Address: 230 Shallowford Drive, Gainesville, GA 30501. Principal has no other broadcast interests. Action June 26.

■ **Opelika, AL** (BPH890921MD)—Granted app. of ET Communications Inc. for 96.7 mhz; 3 kw; ant. 100 m. Address: 602 Gatsby Dr., Montgomery, AL 36106. Principal is headed by Ronald W. Eubanks and has no other broadcast interests. Action June 24.

■ **Bella Vista, AR** (BPH880701MT)—Granted app. of Gayla Joy Hendren for 106.5 mhz; 50 kw H&V; ant. 150 m. Address: Rte. 5, Hwy 72 E., Gravette, AR 72736. Principal has no other broadcast interests. Action June 24.

■ **Dover, DE** (BPED900116MF)—Granted app. of Temple University of the Commonwealth for 91.7 mhz; .708 kw-V; ant. 85 m. Address: Broad and Montgomery Sts., Philadelphia, PA 19122. Principal is headed by W. Theodore Eldredge, GM, and eight trustees, and is licensee of WRTI(FM) Philadelphia and permittee of WUCP(FM) Summerdale, PA. Action June 21.

■ **Fairfield, IA** (BPED891228ME)—Granted app. of Fairfield Educational Radio Station for 90.5 mhz; .1 kw H&V; ant. 30 m. Address: Parsons Hall, Rte. 1 North, Fairfield, IA 52556. Principal is headed by William Goldstein and has no other broadcast interests. Action June 21.

■ **Malone, NY** (BPH881116MA)—Granted app. of North Country Broadcasting Co. Inc. for 96.5 mhz; 2.4 kw H&V; 110 m. Address: Porter Rd., Malone, NY 12953. Principal is headed by Mitchell C. Tackley and is licensee of WICY(AM) Malone, NY. Action June 21.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	10,924	1,517	12,441
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
■ Total TV	1,479	204	1,683
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
■ Total LPTV	895	1,026	1,921
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE†

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting Jul22

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 28

Networks get sports help; Fox affiliates dodge programing contribution

RADIO / 37

Arbitron releases rest of spring survey results for top 10 markets

CABLE / 19

Cable networks preview programing for media critics; CTAM heads to Nashville

BUSINESS / 40

Arbitron prepares to remake service; declining revenues may force immediate actions

Show of the Year

170 Markets Sold. 95% Coverage.

WWOR-New York
KCAL-Los Angeles
WPWR-Chicago
WGBS-Philadelphia
KPIX-San Francisco
WBZ-Boston
WDCA-Washington
WJBK-Detroit
KTXA-Dallas
WJW-Cleveland
KPRC-Houston
WGNX-Atlanta
WTOG-Tampa
KARE-Minneapolis
KING-Seattle
WSVN-Miami
WPXI-Pittsburgh
KPLR-St. Louis
KMGH-Denver
KPNX-Phoenix
KTXL-Sacramento
WBAL-Baltimore
WFSB-Hartford
KGTV-San Diego
WCPX-Orlando
WISH-Indianapolis
KATU-Portland, OR
WTMJ-Milwaukee
WKRC-Cincinnati
KSHB-Kansas City
WCCB-Charlotte
WTVF-Nashville
WKFT-Raleigh
WSYX-Columbus
WYFF-Grnv/Spar/Ash
WGNO-New Orleans
WOTV-Grand Rapids
WMC-Memphis
WKBW-Buffalo
KAUT-Oklahoma City
KUTV-Salt Lake City
KENS-San Antonio
WTKR-Norfolk
WLNE-Providence
WPMT-Harrisburg
WNEP-Wilkes-Barre
WTTO-Birmingham
WDRB-Louisville
WXII-Grns/H.P.
WFLX-W. Palm Beach
KGGM-Albuquerque
WRGT-Dayton
WOWK-Charls/Hun
WXXA-Albany, NY
WAWS-Jacksonville
KJRH-Tulsa
KLRT-Little Rock
WALA-Mobile
WSMH-Flint/Sag
KTAL-Shreveport
WTVR-Richmond
KSAS-Wichita
WBIR-Knoxville
WNWO-Toledo
WGBA-Green Bay
WTVH-Syracuse
WHO-Des Moines
WJPR-Roanoke
WOWT-Omaha
WAND-Chmp/Sprng
WDKY-Lexington
WSIL-Paducah
KREM-Spokane
WCSH-Portland, ME
KGAN-Cedar Rapids
KSPR-Springfield, MO
WQAD-Davenport
KMSB-Tucson
WDEF-Chattanooga
WDBD-Jackson, MS
WSBT-South Bend
WIS-Columbia
WZDX-Huntsville
WJHL-Tri-Cities
WKBN-Youngstown
WISC-Madison
WVNY-Burlington
KVVU-Las Vegas
WEHT-Evansville
KHAS-Lincoln/Has
WAFB-Baton Rouge
KCEN-Waco
WEVU-Ft. Myers
KOAA-Colo Springs
KCIK-El Paso
WFFT-Ft. Wayne
WSYM-Lansing
WRDW-Augusta
WFXI-Grnv/New B
WCOV-Montgomery
WTGS-Savannah
KDLT-Sioux Falls
WTAT-Charleston
KSBW-Mont/Salinas
WEEK-Peoria
KADY-Santa Barbara
KLFY-LaFayette
WTVM-Columbus, GA
KHBS-Ft. Smith
KOLO-Reno
WTWC-Tallahassee
KVAL-Eugene
KNOE-Monroe
KFDA-Amarillo
KZTV-Corpus Christi
WMGT-Macon
WTOV-Wheeling
WPDE-Florence
KIMA-Yakima
WSAW-Wausau
WPBN-Traverse City
KFDM-Beaumont
WTWO-Terre Haute
KMEG-Sioux City
KBAK-Bakersfield
WKBT-LaCrosse
WCBI-Columbus
WQRF-Rockford
KBCI-Boise
WETG-Erie
KXMC-Minot
KPEJ-Odessa
KODE-Joplin/Pitts
KIMT-Roch/Mas Cit
WIBW-Topeka
KJTV-Lubbock
KDRV-Medford
KRCG-Columbia
KETK-Tyler
WLBZ-Bangor
WALB-Albany, GA
KHQA-Quincy/Han
KTAB-Abilene/Swt
KTUU-Anchorage
WDHN-Dothan
KIDK-Idaho Falls
KOTA-Rapid City
WFXV-Utica
KTVQ-Billings
KALB-Alexandria
WOGX-Gainesville
WXVT-Grnwd/Grnvl
WPGX-Panama City
KYEL-El Centro
WXXV-Biloxi/Gulf
WTAP-Parkersburg
KQTV-St. Joseph
WBBJ-Jackson, TN
WLUC-Marquette
KEYC-Mankato
WGRB-Bowling Green
WJSU-Anniston
KLST-San Angelo
KDIA-Ottumwa
KVTV-Laredo
WHIZ-Zanesville
KTVH-Helena
KFTY-Santa Rosa
WGOT-Derry
WBSG-Brunswick
And not many more...

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Vol. 121 No. 4 $2.50

Pay per view: Promise/performance

THIS WEEK

11 / FIGHTING CHANCES FOR PPV

Thanks mostly to blockbuster boxing showdowns, '91 revenues for pay per view are outpacing last year's totals by 75%, and event purchases are unexpectedly besting movies. The revenue surge is good news to MSO's, which are receiving less-than-anticipated income this year from premium channels. Looking ahead to more boxing rounds and the summer Olympics in 1992, cable executives expect the good news to continue—even PPV-holdout TCI has started to edge toward the service.

13 / TURNAROUND IN ADS PUSHED TO '92

Broadcasters and rep firms that had hoped for a brighter advertising climate by the third quarter of this year have pushed their turnaround predictions to mid-1992. The delayed rebound is linked by many to the slower-than-expected improvement in the economy as a whole. But more pessimistic observers point out that the ad revenue slowdown preceded the recession and that there is no evidence to support anticipating a joint recovery.

14 / CUTBACKS AT NEWS BUREAUS

With each one costing between $500,000 and $1 million annually, news bureaus are feeling the effects of network budget constraints. The exception: CNN, which plans to open three new overseas bureaus later this year. While a handful of bureaus will close, the trend is toward downsizing: for example, ABC News replaced a larger Dallas bureau with a full-time correspondent who works out of his home. In addition, technicians are being switched from full-time status to freelance.

Broadcasters are still looking forward to ad revenue turnaround, but see date receding into mid-1992 (page 13).

16 / 'GAME-EDIES': A LAUGHING MATTER?

For the 1992-93 season, syndicators hope that "game-edies," i.e, game shows with a strong comedy element, and talk shows will prove more successful than last season's decimated game show field. A remake of *You Bet Your Life*, hosted by Bill Cosby, is the most talked-about entry in the game-edy genre. On the talk show circuit, Group W will have a show with Vicki Lawrence, MCA has signed Kitty Kelley, and Tom Snyder, sources say, has been approached.

19 / CABLE PRESS PREVIEWS

HBO and Showtime told the Television Critics Association press tour to expect a growing number of original productions from the two networks in the coming year. The reason: recessionary pressure to pay less per title for theatrical releases, combined with high ratings for their own made-for-cable productions. Lifetime premieres *Confessions of a Crime*, focusing on the motivations for violent crime, this week; A&E will launch encore episodes of *Late Night with David Letterman* in September; and Comedy Central plans *Harvard Lampoon Looks at 10 Years of MTV*, a one-hour satirical look at the music-video network on its 10th anniversary.

22 / CUSTOMER SERVICE: 'BUZZWORDS'?

This week's CTAM conference in Nashville has three themes: improving pay television by experimenting with packaging; addressing human resources concerns, and implementing quality customer service. The conference "will focus on building your department, your division, your group and your company.... We're trying to show this isn't the next six-month buzzword," says CTAM Chairman and Discovery Channel President Ruth Otte.

23 / NEW AUDIENCES GET ENCORE

Now received by 1.5 million TCI subscribers for $1 a month, the low-priced Encore service will soon be tested on one to four systems by each of nine large MSO's: Time Warner, Continental, Cox, Jones, Newhouse, Cablevision Industries, Adelphia, Falcon and Scripps-Howard. John Sie, president of the channel, says that testing shows that cannibalization by Encore of other pay services has been negligible—0.5%—and that Encore households have a lower churn rate for other pay services and a higher upgrade rate.

28 / WHO'LL PRODUCE TV SPORTS?

The agreement between ABC and independent producer/syndicator Raycom, in which Raycom will pay the network approximately $1.5 million to produce college basketball games and sell the advertising, has engendered a debate within the industry on the trend in network sports programing. Raycom thinks that high production costs, union demands and skyrocketing rights fees will continue to push the networks toward independent production companies; others predict that few independents will have the technical or sales resources to handle such huge undertakings.

29 / COMPENSATION UNCHANGED AT FOX

Fox Broadcasting's compensation structure with its affiliates will remain unchanged for now, but options for altering the arrangement in 1992 will be discussed at a board meeting set for late August. The company has encountered resistance from affiliates reluctant to sacrifice compensation in the current economic climate. A number of station managers, however, said they would not object to making some kind of contribution to Fox's program bill.

30 / BIG BARTER BUSINESS

Although a majority of independent stations agree that barter programing improves their profitability, they worry that syndicators will continue to seek more local advertising inventory and devalue national spot ad rates with preemptive barter ad sales. Findings of a California university survey of independents also showed that, for a third of respondents, daily schedules consisted of between 26% and 52% barter programing. Of general managers, 48% believe that barter has "negatively affected" national spot sales.

32 / MUST CARRY RESURRECTED

Despite FCC Commissioner James Quello's firm commitment to the regulations, and a strong push by independent television stations, the restoration of must-carry requirements is seen as a long shot, given sentiments of other commissioners. Only Ervin Duggan has shown any interest; Chairman Alfred Sikes and Commissioner Sherrie Marshall favor marketplace solutions. However, current legislation before Congress includes a must-carry provision; its passage would make the FCC proceedings moot.

33 / LICENSE APPLICATION CALLED A PAYOFF RUSE

An FCC administrative law judge last week dismissed the license application of Garden State Limited Partnership, entered in competition with WWOR-TV, on the grounds that Garden State had challenged the renewal merely to force the station into a lucrative settlement. ALJ Richard Sippel ordered WWOR's renewal and threw out a $2-million settlement that had been reached last January.

36 / CPB MAKES FUNDING APPEAL

The Corporation for Public Broadcasting asked the House to consider increasing the CPB's FY '94 funding to $355 million, or $95 million more than the Bush administration has proposed. CPB believes its ability to provide educational programing to a national audience and to reach rural and culturally diverse areas should translate into increased funding.

40 / ARBITRON PLANS NEW-BUSINESS BLITZ

Faced with declining revenues and share of stations, Arbitron Communications hopes a two-pronged strategy of aggressive pricing and cost-cutting can help the company regain its market share. Some possibilities: reduce sample sizes in nonsupportive markets, cut the number of surveys produced, put information onto disks instead of printing books and eliminate some books. "The bottom line," said Sales and Marketing VP Pete Megroz, "is...to design a service smaller in scope but more productive."

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ABC-Raycom deal for college basketball coverage raises questions about outside productions (page 28).

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TOP OF THE WEEK

PPV BOLSTERING WEAK PAY TV PERFORMANCE

Revenues from growing service expected to beat '90 totals by 75%; blockbuster fights are unexpectedly outpacing movies

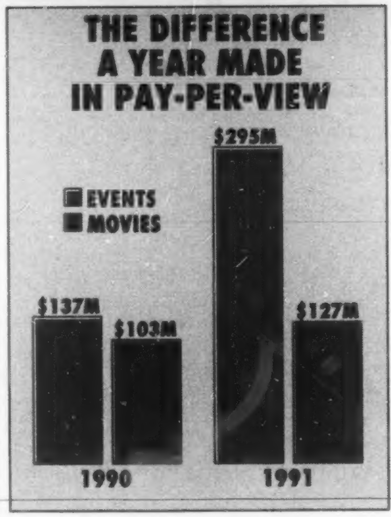
Pay per view, spurred by three major fights this year, is rapidly maturing as a bona fide revenue stream for cable companies. At a time when MSO's are below budget in income from premium services, PPV's surge has been a welcome addition to help make up for the shortfall.

The two fights between Mike Tyson and Razor Ruddock, plus the George Foreman-Evander Holyfield match, have brought in $125 million, this year, almost matching event revenue for all of 1990 ($137 million). And that figure doesn't include concerts and other events, primarily Wrestlemanias, that have brought in over $40 million this year. On Nov. 8, the showdown between Mike Tyson and Evander Holyfield could produce upwards of $100 million in revenue a total that could boost PPV event revenue to close to $300 million this year, more than double that of 1990. Overall PPV movie and event revenue in 1991 is projected to hit $422 million ($295 million for events, $127 million for movies), a 75% increase over 1990's $240 million ($137 million for events and $103 million for movies), according to Paul Kagan Associates.

To cable MSO's, the unforeseen boost in PPV revenues couldn't have come at a better time. Cable marketers, who will be comparing notes this week in Nashville at the Cable Television Administrative & Marketing Society conference, report that basic is on budget for the first six months of 1991, growing at between 4% and 5%. But revenue from premium services is down, and although pay per view remains a small revenue stream, "PPV is making up for losses in premium units," said Ted Livingston, senior vice president, marketing, Continental Cablevision.

"It has been a killer year for everybody" in terms of PPV, said Chris Forgy, senior vice president, marketing and programing, for Times Mirror Cable.

Going into the year, no one expected PPV to make such a strong showing, or for event revenue to outstrip movie revenue. United Artists Entertainment is a typical example. Greg DePrez, vice president, PPV, for UA, said the company received more revenue from PPV movies than events last year and expected the same this year, budgeting $18 million from movies and $12.7 million from events. But event revenue will outperform movies in 1991, he said, and will push UA's PPV revenue total beyond $40 million, $3 million more than it had budgeted and a 33% increase over 1989.



Although major fights receive the most attention, DePrez said that several years of work refining marketing techniques on movies is paying off. The company saw a 30% buy rate for movies in the first quarter, decidedly larger than the industry average, but still only a fraction of what is taken in by video stores. "There is a huge opportunity there," he said, to expand movie revenue. Meanwhile, "it keeps the wheels going" on the PPV machine between major events, he said. Additionally, said DePrez, the majority of those buying events aren't movie buyers, which indicates PPV is tapping into more and more homes.

While PPV has expanded, premium services continue to suffer. The victors in pay television this year will be the MSO's that don't lose subscribers. Newhouse President Robert Miron said pay "is down a little bit." Continental's Livingston said the company budgeted for flat revenues, but "we're not flat," indicating a drop of several percentage points.

"There is a lot more price sensitivity than there used to be," said another executive, but "the bigger issue is the stand-alone incremental rates for those units. Nevers and formers don't think they [the premium channels] are worth $10," because that product has long been available from the home video store. And tiering doesn't help. CTAM database results show that every time a system tiers, and gives consumers a chance to re-evalute their service, there is often a slight decline in pay units. If there is one bright spot on premium service, it's the relative stability of today's pay subscriber, said ATC's Tim Evard, vice president, marketing.

MSO's report that basic continued to grow in the first six months of the year, with the traditionally stronger second half of the year still to come. "We're doing fine on basic," said Times Mirror's Forgy. The company's net growth to date on basic, he said, "is 50% ahead of last year."

Evard said basic is growing at budgeted expectations of 4% to 5% at ATC. Livingston said basic is on track for a similar gain at Continental, but the traditional slowdown in the second quarter was a bit sharper than in recent years. The reason, he feels, "is that price issues are coming home to roost" with some nonsubscribers.

With the percentage growth in basic dropping slightly each year, and premium services losing ground, is PPV here to stay as an important part of cable's revenue stream? "Absolutely," said UA's DePrez.

With the professed intentions of TVKO and Kingvision to produce a steady slate of PPV events, DePrez sees 1992 shaping up with two major fights and six or seven minor events. If that is the case, MSO's will be able to factor in that heretofore unpredictable fight revenue into their budgets, along with continued gains in movie revenue. DePrez envisions movie and event revenue to be fairly equal in 1992, but the 1992 summer Olympics could swing PPV revenue in the event direction again.

Perhaps the most important development to come from PPV's recent growth has been the shift in opinion toward PPV by Tele-Communications Inc. The boxing purses and the summer Olympics prospects have not gone unnoticed by the long-time PPV holdout: TCI will begin rolling out Jerrold converters to subscribers most likely to take the service, a move that could mean increased use of PPV by several million households. **—MS**

GAO REPORT PROVIDES GRIST FOR REGULATION MILL

Since cable rates were deregulated in January 1987, rate increases have outpaced inflation by three to one, the General Accounting Office said in its latest survey. The rate of increase, however, slowed between December 1989 and March 1991 (the scope of the most recent survey), but still remains higher than inflation, GAO said.

GAO presented its survey to the House Telecommunications Subcommittee last Thursday (July 18). Among the report's findings: monthly rates for lowest basic service increased by 9% (over the 15-month timeframe) while channels provided decreased by one; rates for the most popular basic services increased by 15%, while the number of channels increased by two; the number of systems offering basic service on a single tier dropped from 83.4% to 58.6%; overall monthly revenues increased by 4.2%, and 59% of systems (serving 80% of all subscribers) currently face "effective competition" as redefined by the FCC and will therefore remain outside the realm of federal, state or local rate regulation.

Subcommittee Chairman Edward Markey (D-Mass.) said that "there was a widespread sense that the report would provide ammunition to critics of cable; in fact, it provides an arsenal....This GAO report is a blistering, scalding indictment of practices within certain parts of the cable industry....This further reinforces our need to pass tough cable rate reregulation this year.

"Left to the mercy of the marketplace," Markey continued, "we have no guarantee when the cable industry will reform its behavior. This one industry sticks out as an embarrassment."

But ranking minority member Matthew Rinaldo (R-N.J.) was less critical. He said rate increases "shouldn't be viewed alone," but should be viewed in context.

"While you can make a case that cable rates have increased," the congressman said, "I don't think they have increased as dramatically as one would make it out to be at first blush."

John Ols Jr., director of GAO Housing and Community Development Issues, presented the report to the subcommittee and said the survey "can be used to make estimated pricing changes affecting about 45 million of the 54 million current subscribers." Ols said the 1,505 cable systems responding to the survey serve approximately 27 million subscribers, or about half the nation's total.

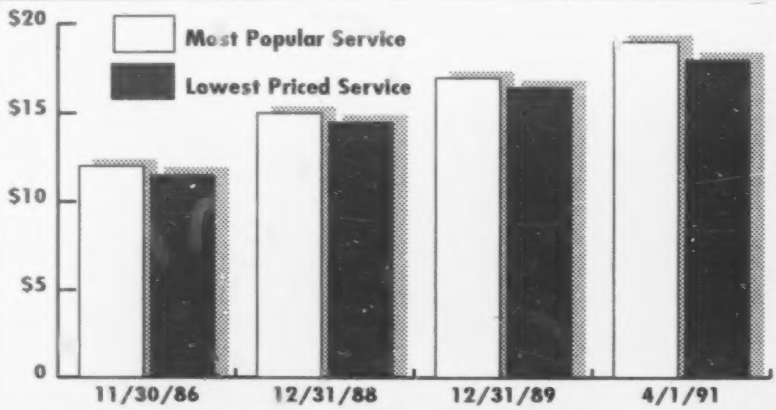
During the survey period, Ols said, "66% of subscribers to the lowest-price basic service incurred rate increases of more than 10%. In fact, 31% received rate increases of more than 20%...[while] the costs of most popular basic cable services have increased 15%."

Because current legislative proposals offered in 1990 would regulate only the lowest-priced basic service, Ols said, "one of the disturbing factors we note as we concluded our study...is the high level of [tiering]. We can't tell you what the intent of that retiering was. There was a decrease of 25%—83.4% to 54.8%—of those systems offering only one tier of basic service."

Markey said cable's sudden rush to retier was clearly "an anticipatory response to legislative and regulatory proposals that would regulate only the lowest tier of service."

Despite rate increases, GAO said that "on the revenue side, overall monthly revenues have increased an average of 4.2% between December 1989 and December 1990, and 4.7% between December 1989 and March 1991."

It was a point picked up on by the cable industry. NCTA President James Mooney said: "No matter how the numbers are manipulated, this study says that the average cable subscriber's monthly bill increased only 4.2% in 1990, when the overall [Consumer Price Index] [illegible] up 6.1%." **—PJS**



The General Accounting Office's third study on cable shows rates continue to increase faster than the rate of inflation, which proves the need for cable legislation, said Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee. The chart above reflects rates for cable's lowest-price service, typically broadcast tiers, as well as the most popular service, traditionally full basic.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 7/8	ABC 8.4 / 16			MACGYVER (52) [7.7 / 15] 7.3 / 15	8.1 / 16	ABC MONDAY NIGHT MOVIE—EVIL IN CLEAR RIVER (44) [8.8 / 16] 8.5 / 16	8.5 / 15	9.1 / 17	9.2 / 18
	CBS 12.6 / 24			MAJOR (22) DAD 10.9 / 22	FAMILY (25) MAN 10.6 / 20	MURPHY (6) BROWN 13.4 / 25	DESIGNING (3) WMN. 14.0 / 25	NORTH. EXPOSURE (7) [13.3 / 25] 13.4 / 25	13.3 / 26
	NBC 7.9 / 15			FRESH (30) PRINCE 10.0/ 20	SUNDAY IN (46) PARIS 8.7 / 17	NBC MONDAY NIGHT MOVIE—NOBLE HOUSE PT.2 (57) [7.1 / 13] 6.6 / 12	6.7 / 12	7.6 / 14	7.7 / 15
	FOX 4.4 / 8			FOX NIGHT AT THE MOVIES—PINK LIGHTNING (85) [4.4 / 8] 4.2 / 8	4.2 / 8	4.7 / 9	4.7 / 8		
TUESDAY 7/9	ABC 10.8 / 20			WHO'S THE (32) BOSS 9.9 / 19	DAVIS (32) RULES 9.9 / 18	ROSEANNE (5) 13.7 / 24	COACH (13) WMN. 12.0 / 21	CHINA BEACH (35) [9.7 / 18] 9.9 / 17	9.5 / 18
	CBS 16.5 / 30			MLB A/S (14) PR.GM.11.9 / 24	MLB ALL STAR GAME (1) [17.4 / 32] 15.4 / 29	17.3 / 31	18.4 / 32	18.5 / 32	18.5 / 33
	NBC 8.0 / 14			MATLOCK (43) [8.9 / 17] 8.6 / 17	9.1 / 17	NBC MOVIE OF THE WEEK—NOBLE HOUSE PT.3 (53) [7.6 / 13] 6.9 / 12	7.2 / 12	8.1 / 14	8.0 / 15
WEDNESDAY 7/10	ABC 8.5 / 16			WONDER (47) YEARS 8.1 / 17	GROWING (47) PAINS 8.1 / 16	DOOGIE (26) M.D. 10.4 / 19	MAN IN (41) FAMILY 9.2 / 17	EQUAL JUSTICE (54) [7.5 / 14] 7.3 / 14	7.7 / 15
	CBS 9.3 / 18			HOGAN (68) FAM. SP 5.9 / 12	FAMILY (66) MAN 6.0 / 12	JAKE AND FAT MAN (35) [9.7 / 18] 9.1 / 17	10.4 / 19	48 HOURS (12) [12.1 / 23] 12.3 / 23	12.0 / 24
	NBC 9.5 / 18			UNSLVD. MYSTERIES (11) [12.3 / 25] 11.6 / 24	13.0 / 26	NBC MOVIE OF THE WEEK—NOBLE HOUSE PT.4 (47) [8.1 / 15] 7.8 / 1[illegible]	7.6 / 14	8.5 / 16	8.7 / 17
THURSDAY 7/11	ABC 7.2 / 14			SEA WORLD STAR (70) [5.8 / 12] SUMMER 5.5 / 11	6.0 / 12	GABRIEL'S FIRE (73) [5.7 / 10] 5.3 / 10	6.0 / 11	PRIMETIME LIVE (30) [10.0 / 19] 9.9 / 18	10.2 / 20
	CBS 7.4 / 14			TOP COPS (47) [8.1 / 16] 7.4 / 15	8.8 / 17	TRIALS OF ROSIE (65) [6.1 / 11] O'NIELL 5.9 / 11	6.4 / 11	CANDID CAMERA SP. (51)[7.9 / 15] 7.9 / 15	7.9 / 15
	NBC 11.0 / 21			COSBY (29) 10.3 / 21	DIFFERENT(20) WORLD 11.0 / 22	CHEERS (2) 14.1 / 26	WINGS (17) 11.6 / 20	L.A. LAW (40) [9.4 / 18] 9.2 / 17	9.6 / 19
	FOX 10.4 / 20			SIMPSONS (24) 10.8 / 22	TRUE (55) COLORS 7.4 / 15	BEVERLY HILLS 90210*(17) [11.6 / 21] 11.2 / 20	12.1 / 21		
FRIDAY 7/12	ABC 12.5 / 27			FULL (15) HOUSE 11.7 / 26	FAMILY (9) MAT. 12.6 / 27	PERFECT (15) STRAN. 11.7 / 25	MISS (20) JONES 11.0 / 23	20/20 (4) [13.9 / 29] 14.0 / 29	13.7 / 29
	CBS 5.8 / 12			VERDICT (70) 5.8 / 13	TRUE SP. (76) DETEC. 5.5 / 12	FLASH (73)[5.7 / 12] 5.2 / 11	6.2 / 13	SWEATING BULLETS* (68) [5.9 / 12] 6.1 / 12	5.7 / 12
	NBC 5.5 / 11			NBC MOVIE OF THE WEEK—CHAMELENOS (70) [5.8 / 12] 5.8 / 13	5.4 / 12	6.0 / 13	5.9 / 12	MIDNIGHT CALLER (81) [4.8 / 10] 4.7 / 10	5.0 / 11
	FOX 3.6 / 8			AMERICA'S MOST (80) [4.9 / 11] WANTED 4.7 / 11	5.2 / 11	ALIEN NATION (91) [2.2 / 5] 2.2 / 5	2.2 / 5		
SATURDAY 7/13	ABC 5.8 / 13			WORLD /DISCOVERY(76) [5.5 / 13] 5.3 / 13	5.7 / 13	ABC SATURDAY NIGHT MOVIE—BEFORE THE STORM (66) [6.0 / 13] 5.2 / 11	5.6 / 12	6.4 / 14	7.0 / 15
	CBS 5.8 / 13			CBS SATURDAY MOVIE—DUE THE RIGHT THING (64) [6.2 / 14] 5.6 / 13	6.1 / 14	6.2 / 13	6.7 / 14	6.5 / 14	GOOD (86) SPORTS 4.0 / 9
	NBC 9.2 / 20			AMEN (61) 6.4 / 15	DOWN (62) HOME 6.3 / 14	GOLDEN (22) GIRLS 10.9 / 23	EMPTY (10) NEST 12.5 / 26	DEAR(35) JOHN 9.7 / 21	CAROL & (42) CO. 9.1 / 20
	FOX 5.0 / 11			COPS (75) 5.6 / 13	COPS 2 (60) 6.7 / 15	TLY. HID. (83) VIDEO 4.5 / 10	BABES (90) 3.0 / 6		
SUNDAY 6/14	ABC 7.3 / 14	LIFE GOES ON (81) [4.8 / 11] 4.5 / 11	5.2 / 12	AMR. FUN (34) VIDEO 8.9 / 21	AMR. FUN (35) PLP. 9.7 / 19	ABC SUNDAY NIGHT MOVIE—THE FATHERS REVENGE (56) [7.3 / 13] 7.0 / 13	6.9 / 12	7.4 / 13	7.9 / 14
	CBS 10.8 / 21	60 MINUTES (8) [12.9 / 31] 12.5 / 30	13.4 / 31	MURDER SHE WROTE(39) [9.5 / 19] 9.0 / 19	9.9 / 20	CBS SUNDAY NIGHT MOVIE—CHILDREN OF THE BRIDE (26) [10.4 / 19] 9.1 / 17	10.1 / 18	11.3 / 20	11.0 / 20
	NBC 8.1 / 16	LIFESTORIES SP. (89) [3.4 / 8] 3.3 / 8	3.5 / 8	EXPOSE (79) 5.1 / 11	REAL LIFE (57) J. P. 7.1 / 14	NBC SUNDAY NIGHT MOVIE—P. MASON-LETHAL LESSON (19) [11.4 / 21] 9.8 / 18	11.4 / 20	12.1 / 22	12.4 / 23
	FOX 5.6 / 11	TOTALLY (86) HD VD 4.0 /	P. LEWIS (88) 3.6 / 8	IN LIVING (62) COLOR 6.3 / 13	GET A LIFE (83) 4.5 / 9	MRD. WITH (44) CHILD. 8.8 / 17	TOP OF (59) HEEP 6.9 / 12	SUNDAY COMICS (76) [5.5 / 10] 5.7 / 10	5.2 / 10

WEEKLY PRIME TIME AVERAGE	ABC 8.6 / 17	CBS 9.8 / 19	NBC 8.4 / 17	FOX 5.8 / 12
SEASON PRIME TIME AVERAGE	ABC 11.6 / 20	CBS 11.6 / 20	NBC 11.9 / 21	FOX 6.2 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

MUSIC STATIONS REGAIN GROUND IN SPRING SURVEY

According to spring Arbitron numbers released last week, most AM stations that picked up more than a full share point in the winter '91 survey lost ground, while music stations gained. The exceptions are Chicago's MOR/talk WGN(AM), which rose from 7.8 to 8.2; WMAL(AM) Washington, which rose from 4.4 to 4.5; and KABC(AM) Los Angeles, which grew from 4.3 to 5.1. (Los Angeles and New York were reported in BROADCASTING, July 15.)

■ **Chicago.** Except for front-runner WGN(AM), other market leaders experienced share slippage. Urban-formatted WGCI-FM dipped from 7.4 to 6.6; CHR-oriented WBBM-FM dropped from 6.9 to 5.8; WVAZ(FM) Oak Park, Ill., lost a half-point to finish at 4.3, and news outlet WBBM(AM) sank from 5.2 to 3.9.

■ **San Francisco.** Market-leading news station KGO(AM) fell off from a wartime 8.9 to 7.8 this book, while CHR-formatted KMEL(FM) held relatively steady with a 6.1. News-oriented KCBS(AM) dropped considerably, from 6.7 to 4.8, while AC outlet KIOI(FM) climbed into the top five at 3.9.

■ **Philadelphia.** News-oriented KYW(AM) dipped slightly from 8.8 to 8.7, while urban-formatted WUSL(FM) climbed more than a full point to finish second at 7.2. Classic rock station WYSP(FM) climbed into third with a 6.1, ahead of AOR competitor WMMR(FM), which finished with 5.7.

■ **Detroit.** WJR(AM) held on to the top spot despite some slippage to 8.0, while WJLB(FM) dropped from 7.2 to 6.3 into a tie for second with country outlet WWWW(FM), which climbed from 5.1.

■ **Washington, D.C.** Market-leading CHR station WPGC-FM regained some of its pre-war momentum, increasing from 7.3 to 7.6, while country combo WMZQ-AM-FM gained a full point to finish in second at 5.9.

■ **Dallas-Fort Worth.** Market-leading country station KSCS(FM) gained almost two points, climbing from 9.1 to 11.0. Second-ranked AC combo KVIL-AM-FM picked up to finish at an even 7.0; country-oriented WBAP(AM) jumped from 6.2 to 6.7, while format competitor KPLX(FM) dropped from 6.6 to 6.2.

■ **Boston.** WRKO(AM) and WZOU(FM) remained in a close one-two race, but AOR-formatted WBCN(FM) jumped from 4.7 to 5.9, while CHR-oriented WXKS-FM dropped from 6.7 to 5.8.

■ **Houston-Galveston.** Country stations KILT-FM and KIKK-FM again were the big market winners, but in this book they flip-flopped, with KILT-FM jumping two points to 9.5, while KIKK-FM dipped from 8.2 to 7.0.

All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m.-midnight. —[illegible]

3. Chicago	*Format*	*Winter*	*Spring*
WGN(AM)	MOR/Talk	7.8	8.2
WGCI-FM	Urban	7.4	6.6
WBBM-FM	CHR	6.9	5.8
WVAZ(FM)	Urban	4.8	4.3
WBBM(AM)	News	5.2	3.9
WLIT-FM	AC	3.5	3.9
WWBZ(FM)*	AOR	1.4	3.9
WJJD(AM)	MOR	2.4	3.6
WLUP-FM	AOR	3.5	3.6
WCKG(FM)	Classic Rock	3.9	3.4
WJMK(FM)	Oldies	2.8	3.4

4. San Francisco			
KGO(AM)	News/Talk	8.9	7.8
KMEL(FM)	CHR	6.2	6.1
KCBS(AM)	News	6.7	4.8
KFRC(AM)	Nostalgia	4.5	4.3
KIOI(FM)	AC	2.9	3.9
KNBR(AM)	Talk	2.4	3.8
KOIT-AM-FM	Soft AC	3.2	3.7
KSOL(FM)	Urban	2.9	3.6
KSAN(AM)	Country	3.2	3.0
KDFC-AM-FM	Classical	1.9	2.7

5. Philadelphia			
KYW(AM)	News	8.8	8.7
WUSL(FM)	Urban	6.1	7.2
WYSP(FM)	Classic Rock	5.7	6.1
WMMR(FM)	AOR	5.4	5.7
WEAZ-FM	AC	5.5	5.6
WPEN(AM)	Nostalgia	6.9	5.6
WIOQ(FM)	CHR	5.2	4.9
WWDB(FM)	Talk	4.1	4.8
WMGK(FM)	AC	4.2	4.6
WOGL-FM	Oldies	3.9	4.4

6. Detroit			
WJR(AM)	MOR,News/Talk	8.3	8.0
WJLB(FM)	Urban	7.2	6.3
WWWW(FM)	Country	5.1	6.3
WWJ(AM)	News	5.9	5.7
WKQI(FM)	CHR	3.9	4.7
WHYT(FM)	CHR	4.2	4.5
WRIF(FM)	AOR	3.7	4.4
WOMC(FM)	Oldies	2.9	3.9
WJZZ((FM)	Jazz	3.4	3.8
WLTI(FM)	AC	5.1	3.7
WXYT(AM)	Talk	4.5	3.7

7. Washington	*Format*	*Winter*	*Spring*
WPGC-FM	CHR	7.3	7.6
WMZQ-AM-FM	Country	4.9	5.9
WGAY(FM)	Easy	6.9	5.6
WKYS(FM)	Urban	5.3	4.9
WASH(FM)	AC	4.5	4.6
WMAL(AM)	News/Talk	4.4	4.5
WWDC-FM	AOR	3.1	4.4
WAVA(FM)	CHR	3.8	4.2
WRQX(FM)	AC	4.8	4.2
WLTT(FM)	AC	4.1	4.0
WMMJ(FM)	AC	3.5	4.0

8. Dallas-Fort Worth			
KSCS(FM)	Country	9.1	11.0
KVIL-AM-FM	AC	6.9	7.0
WBAP(AM)	Country	6.2	6.7
KPLX(FM)	Country	6.6	6.2
KTXQ(FM)	AOR	5.4	5.9
KKDA-FM	Urban	5.7	4.6
KJMZ(FM)	Urban	4.0	4.3
KEGL(FM)	CHR	4.4	4.1
KRLD(AM)	News/Sports	5.5	4.1
KLUV(FM)	Oldies	2.4	3.8

9. Boston			
WRKO(AM)	Talk	7.0	7.3
WZOU(FM)	CHR	6.9	6.8
WBCN(FM)	AOR	4.7	5.9
WXKS-FM	CHR	6.7	5.8
WBZ(AM)	AC	6.5	5.4
WSSH-FM	Easy	4.4	5.1
WHDH(AM)	Talk	4.2	4.6
WODS(FM)	Oldies	4.2	4.2
WEEI(AM)	News	5.9	4.1
WVBF(FM)	AC	3.0	3.9
WZLX(FM)	C. Rock	3.4	3.9

10. Houston- Galveston			
KILT-FM	Country	7.5	9.5
KIKK-FM	Country	8.2	7.0
KMJQ(FM)	Urban	6.6	7.0
KODA(FM)	Soft AC	5.3	5.5
KHMX(FM)	Mix	4.2	5.3
KLOL(FM)	AOR	5.3	5.1
KTRH(AM)	News	5.4	4.4
KQUE(FM)	Nostalgia	4.6	3.8
KRBE-FM	CHR	3.3	3.8
KLDE(FM)	Oldies	3.2	3.7

**Changed call letters from WFYR-FM and format from Soft AC April 1, 1991*

CHANGING HANDS

WTXL-TV Tallahassee, Fla. □ Sold by Tallahassee 27 Ltd. to E.T. Broadcasting for $5.35 million. Terms: $5 million cash and $350,000 assumption of accounts payable. **Seller** is headed by Joseph D. Tydings, former U.S. Senator from Maryland, and chairman of U.S. Media Inc., general partner of licensee of KIIX(AM)-KTCL(FM) Fort Collins, Colo. and KTRS(FM) Casper, Wyo. **Buyer** is headed by Elio Betty and F. Tracy Lavery. Betty is former VP of sales for ABC-TV O & O's, and former senior VP of Financial News Network. Lavery is former managing director at Chemical Bank; this is company's first broadcast purchase. WTXL-TV is ABC affiliate on ch. 27 with 1,184.7 kw vis and 118.46 kw aur. with antenna 1,041 feet. *Broker: Media Venture Partners.*

KADY-TV Oxnard, Calif. □ Sold by McGregor Holding Corp. to HBC Holdings Inc. for $3.8 million. **Seller** has no other broadcast interests. **Buyer** is headed by John D. and Erica T. Huddy, husband and wife (each 50%), who are currently president and program director, respectively, of KADY-TV. John Huddy is president and CEO of Riklis Broadcasting Corp., station's licensee, and permittee of KBBL(TV) Big Bear Lake, Calif. KADY-TV is independent on ch. 63 with 1,782 kw vis; 513 kw aur. and antenna 1,800 feet above average terrain.

WIBX(AM)-WLZW(FM) Utica, N.Y. □ Sold by Maritime Broadcasting Associates Ltd. to 950 Communications Corp. for $1.3 million cash. **Seller** is headed by Paul R. Salvage; stations are last broadcast properties of Maritime Broadcasting. **Buyer** is headed by Donald C. Alexander, who also owns WTNY-AM-FM Watertown and WMSA(AM) Massena, both New York. WIBX is fulltimer with news-talk format on 950 khz with 5 kw. WLZW has adult contemporary format on 98.7 mhz with 25 kw and antenna 660 feet above average terrain. *Broker: Richard A. Foreman Associates Inc.*

WNBS(AM) Murray, Ky. □ Sold by Murray Broadcasting Co. Inc. to Keith Stubblefield, aka Troy Cory, for $1.2 million. **Seller** is headed by Charles Shuffett, and also has interests in LPTV W46BE Murray, Ky.; concurrent application to assign W46BE to Stubblefield has been filed. **Buyer** is radio personality with no other broadcast interests. WNBS is fulltimer with oldies format on 1340 khz with 1 kw. *Broker: Proctor Group Inc.*

KBJJ(FM) Marshall, Minn. Sold by CD Broadcasting Corp. of Marshall to Paradis Broadcasting of Marshall Inc. for $350,000. Terms: $700,000 cash at closing and $500,000 five-year noncompete covenant. **Seller** is headed by Christopher Dahl, Russell Cowles II and Richard W. Perkins, who also have interests in licensees of KKAA-AM-FM Aberdeen, KJJQ(AM)-KKQQ(FM) Volga and KBHB(AM)-KRCS(FM) Sturgis, all South Dakota; KRRZ(AM)-KZPR(FM) Minot, N.D.; KQHT(FM) Crookston, KKBJ-AM-FM Bemidji and KLGR-AM-FM Redwood Falls, all Minnesota, and KNUI-AM-FM Maui, Hawaii. Dahl also has interests in WWTC(AM) Minneapolis. **Buyer** is headed by Melvin E. Paradis, who owns 75% of stock of Paradis Broadcasting of Alexandria Inc., licensee of KXRA-AM-FM Alexandria, MN. KBJJ has adult contemporary format on 107.1 mhz with 3 kw and antenna 242 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,400,000** □ **5**

FM's □ **$385,000** □ **3**

AM-FM's □ **$1,320,000** □ **3**

TV's □ **$9,150,000** □ **2**

Total □ **$12,255,000** □ **13**

Year to Date:

AM's □ **$52,433,095** □ **145**

FM's □ **$116,071,755** □ **149**

AM-FM's □ **$143,246,587** □ **107**

TV's □ **$678,549,000** □ **50**

Total □ **$990,300,437** □ **451**

For 1990 total see Jan. 7, 1991 BROADCASTING.

The first government-owned TV station in the U.S., WCVX(TV) Vineyard Haven, Mass., went dark at the beginning of the month. Resolution Trust Co. failed to find a qualified buyer for the UHF facility and shut down operations July 2 rather than incur operating losses of roughly $50,000 monthly. Albert Makkay, owner of WPXC(FM) Hyannis, Mass., has bought the tower and land while agreeing to lease, at below market rates, a tower position to a buyer of WCVX, said David Kimel of New England Media, which represented RTC.

YTD MARKETS

Through the first six months, MVP has emerged as the 1991 industry leader in radio transactions. Coast-to-coast, north to south, in bull and bear economies, large, medium or small markets – no other brokerage firm performs more consistently, more professionally, for its clients.

San Francisco
Washington, D.C.
Minneapolis
Tampa
Kansas City
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RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS

MVP

MEDIA VENTURE PARTNERS
WASHINGTON, DC
ORLANDO
SAN FRANCISCO

freq: 1050 khz.

FM's

■ **Citronelle, AL** WKQR(FM) 101.9 mhz—June 24 application (BPH910110IE) granted for CP to change ERP: 15.4 kw H&V; change ant.: 130 m.; freq: 102.1 mhz; class: C3; TL: 15.8 km WSW of Citronelle, AL at intersection of Alabama Hwy. 146, Lott Rd. and Beverly Jeffries Rd. (per docket #89-438).

■ **Show Low, AZ** KVWM-FM 93.5 mhz—June 20 application (BPH910219ID) granted for CP to change ERP: 25 kw H&V; change class: C3 (per show cause order MM docket #89-157).

■ **Barstow, CA** KDUC(FM) 94.3 mhz—May 21 application (BPH901101IA) granted for CP to change ERP: 4.6 kw H&V; change ant.: 238.8 m.; change class to 232A (R&O RM 7134).

■ **Ferndale, CA** KWHZ(FM) 99.3 mhz—June 20 application (BMPH880810ID) granted for mod. of CP (BPH850711M2) to change TL: Humboldt Hill, Eureka, CA; ant.: 124 m.

■ **Mariposa, CA** KHRA(FM) 103.9 mhz—Feb. 12 application (BMPH900906IB) granted for mod. of CP (BPH880512MB) to change ERP: .071 kw H&V; ant.: 624 m.; TL: Hughes site #1, 6286 Morrissey Rd., Mariposa, CA.

■ **Oxnard, CA** KDAR(FM) 98.3 mhz—June 27 application (BPH900820IB) granted for CP to change ERP: .79kw H&V; ant.: 275 m.; TL: AT&T site at Hall Canyon, Venura, CA.

■ **Key Colony Beach, FL** WKKB(FM) 105.5 mhz—June 18 application (BMPH891229IE) granted for mod. of CP (BPH871110NI) to change ERP: 6 kw H&V; ant.: 69 m.; change TL: near Coast Guard Station on W side of Marathon, FL.

■ **Kekaha, HI** KAUI(FM) 103.3 mhz—June 25 application (BPH910313IG) granted for CP to change ERP: 100 kw H&V; change ant.: -248 m.; class: C1 (per docket #89-584).

■ **Beardstown, IL** WRMS-FM 94.3 mhz—July 5 application (BMLH900904KE) granted for mod. of license (BLH6893) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Belvidere, IL** WXRX(FM) 104.9 mhz—June 27 application (BPH910228IE) granted for CP to change ERP: 4 kw H&V; ant.: 122 m.; TL: 1,200 ft. N of Collins Rd. .5 mi E of I-90, Loves Park, FL.

■ **Hiawatha, KS** KNZA(FM) 103.9 mhz—June 21 application (BMPH901121IA) granted for mod. of CP (BPH900518II) to change ant.: 150 m.; TL: 4.5 km from Muscotah, KS, at bearing of 128.4 degrees.

■ **Medicine Lodge, KS** KREJ(FM) 95.9 mhz—June 28 application (BPH901029IF) dismissed for CP to change ERP: 6 kw H&V.

■ **Medicine Lodge, KS** KREJ(FM) 95. mhz—June 19 application (BMPH910415MJ) granted for mod. of CP (BPH880218MB new station) to change antenna supporting-structure height.

■ **Winfield, KS** KWKS(FM) 105.5 mhz—June 19 application (BPH910606IK) granted for CP to change freq: 107.9 mhz; change channel to 300C2 (per docket #89-477).

■ **Glasgow, KY** WWWQ(FM) 105.5 mhz—July 3 application (BPH910520IF) granted for CP to change freq: 105.3 mhz; change channel and class to 287C3 (per docket #90-210).

■ **Opelousas, LA** KVOL-FM 105.9 mhz—July 3 application (BPH900104IF) granted for CP to increase ERP: 3.4 kw H&V.

■ **Pocomoke City, MD** WMYJ(FM) 106.5 mhz—June 28 application (BMPH910228ID) dismissed for mod. of CP (BPH880713NW) to change ERP: 2.8 kw H&V; ant.: 104 m.; TL: .3 km [illegible] of intersection of Byrd Rd. and U.S. Hwy. 113, [illegible] Pocomoke City, MD.

■ **La Crescent, MN** KXLC(FM) 91.1 mhz—June 26 application (BMPED901010IG) granted for mod. of CP (BPED880816MI) to change ERP: .23 kw H&V; ant.: 257 m.; TL: 1000 Tschumper Ridge Rd., La Crescent, MN 55947.

■ **Le Sueur, MN** (no call letters) 96.1 mhz—June 26 application (BMPH910430IB) returned for mod. of CP (BPH890707MA) to change ERP: 1.70 kw H&V; ant.: 132 m.; TL: 4.8 km on line bearing 310° (T) from intersection of State Hwys. 93 and 19, in Jessenland Township, MN.

■ **Canton, MO** KBXB(FM) 102.3 mhz—June 28 application (BPH900926IA) returned for CP to change ERP: 12.5 kw H&V; change ant.: 94 m.; class: C3 (per docket #89-427).

■ **St. Louis** KBDY(FM) 89.9 mhz—June 24 application (BPED900110IG) returned for CP to change ERP: .02 kw H; change ant.: 151 m H; TL: 625 N Euclid, St. Louis.

■ **Nebraska City, NE** KNCY-FM 97.7 mhz—June 26 application (BPH900608IC) dismissed for CP to change ant.: 150 m.; TL: on Rte. 50, 6.5 km NNW of Otoe, NE.

■ **Keene, NH** WKNH(FM) 91.3 mhz—June 24 application (BPED880426MP) granted for CP to change freq: 91.7 mhz; change ERP: .192 kw H&V; change ant.: -110.6 m.

■ **Canandaigua, NY** WLKA(FM) 102.3 mhz—June 21 application (BPH900227IE) granted for CP to change ERP: 3.400 kw H&V; ant.: 86 m.

■ **Elmira, NY** WCIH(FM) 90.3 mhz—June 21 application (BMPED900717IB) granted for mod. of CP (BPED870209MI) to change overall heights above ground level: 46 m.

■ **Patchogue, NY** WALK-FM 97.5 mhz—June 28 application (BMPH910524IB) granted for CP to modify composite directional antenna pattern of authorized [illegible] LP-4AC-DA-SP antenna.

■ **Concord, NC** WPEG(FM) 97.9 mhz—Jan. 23 application (BMPH910123IB) granted for CP to change ERP: 78.8 kw H&V; change ant.: 491 m.; other: Submission of Measured Pattern of FM antenna and reduction in ERP to provide protection to other FM stations.

■ **West Carrollton, OH** WQRP(FM) 88.1 mhz—June 20 application (BPED900629MR) granted for CP to change ERP: 4 kw H&V; change ant.: 90 m.

■ **Lewistown, PA** WMRF-FM 95.9 mhz—June 20 application (BPH891227IA) granted for CP to change ERP: 3.9 km. (per docket #88-375).

■ **Olyphant, PA** WAXH(FM) 95.7 mhz—June 25 application (BMPH901029IB) granted for mod. of CP (BPH871023MG as mod.) to change TL: W Mountain Rd. Ransom, PA; change proposed FM transmitting ant. to adjacent tower.

■ **Cheraw, SC** WJMX-FM 103.1 mhz—June 24 application (BPH910530IE) granted for CP to change ERP: 50 kw; change 150 m.; TL: 5 km W of Society Hill on

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	10,924	1,517	12,441
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
■ Total TV	1,479	204	1,683
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
■ Total LPTV	895	1,026	1,921
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting Jul29

Reaching over 117,000 readers every week
60th Year 1991

TELEVISION / 56
KCRA-TV Sacramento rolls back NBC prime time

RADIO / 59
Audience duplication measures disputed by network researchers

CABLE / 23
At CTAM: Cable executives assess industry prospects

WASHINGTON / 68
FCC puts off date for imposition of children's TV ad limits

In The Summer
Of 1994, The First
Direct Broadcast Satellite
Service In The
United States
Will Begin.

USSB

United States Satellite Broadcasting, Inc.
3415 University Ave., St.Paul, MN 55114 612-645-4500

Broadcasting 1931-1991

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**************** 5-DIGIT 20814
#010489884#C SEP91 BR302
SRI ACQ
CONGRESSNL INFO SRV        280
4520 EAST-WEST HWY
BETHESDA MD 20814
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Vol. 121 □ Special Report on Satellites □ No. 5

THIS WEEK

23 / BIG BREAK FOR BABY BELLS

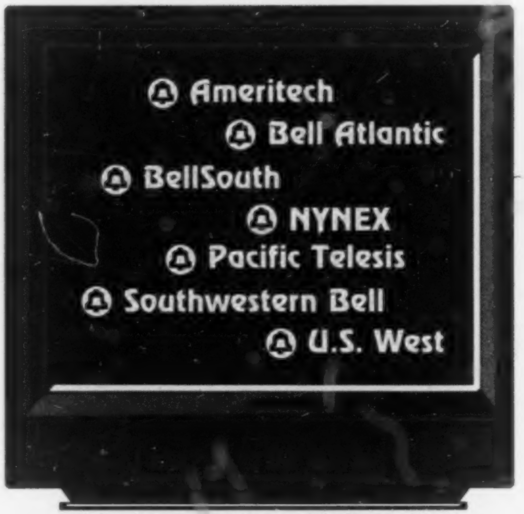
The door will be open for the seven regional Bell operating companies to enter the "information services" arena if a July 25 decision by U.S. District Court Judge Harold Greene is upheld. Video newspapers, classifieds, and yellow pages are some of the innovations that may be in store; as for video program distribution, the 1984 Cable Act still prohibits it inside a company's service area.

24 / FIN-SYN CASE TAKEN TO JUSTICE

The three networks asked the Justice Department for help in overturning rules that prevent them from syndicating or acquiring a financial interest in programs they license from outside producers. To expedite action, the networks decided not to pursue other issues like the "option period" provision, which limits the length of contracts with outside producers to four years.

25 / TV CONSORTIUM MEETS WITH STUDIOS

A newly formed consortium of 28 independent TV stations accounting for over 50% U.S. coverage is negotiating with MCA and Warner Bros. for series development projects. If arrangements continue as planned, the two-hour time blocks will air in fall '92. Some industry observers see the plan as a trial run of a fifth network, but group members deny the speculation.



Federal court decision could allow regional phone companies into broader communications arena (page 23).

25 / CBS CLOSES MIDWEST DEAL

Midwest Communications sold WCCO-TV Minneapolis and other properties to CBS last week for a stock and debt-assumption package worth $200 million. The move will expand CBS's reach from 20.8% to 22.7% of TV households, providing it receives a waiver from FCC regulations on its resulting AM-FM-TV cross ownership in Minneapolis and on the 12-station limit.

26 / THREATS TO CABLE?

Compared with broadcast TV, conventional wisdom says, the cable outlook is rosy, but where does the industry stand against the coming tide of programing choices offered by DBS and compression technology? Programing chiefs and operators talk about their prospects in exclusive BROADCASTING interviews.

29 / 'IF I WERE A CABLE OPERATOR...'

At the CTAM cable conference, Showtime's Tony Cox, HBO's Michael Fuchs and Disney's John Cooke told operators what they would do if they ran cable systems: Use the high profit margin in premium service to cut prices and boost customer service, advised Cox; calm down about the 2% PPV revenues and be thankful for premium channels, said Fuchs; provide pay packages that create value, said Cooke.

31 / REMOTE CHANCES FOR DRAMAS

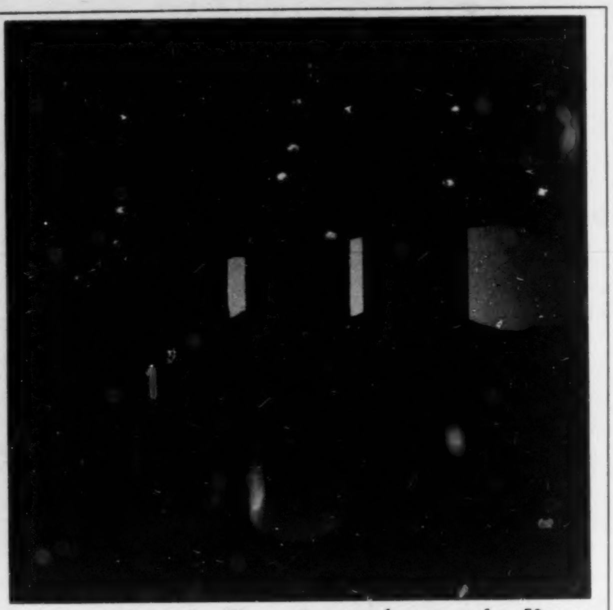
Lamenting the loss of "quality dramas" (*Twin Peaks, thirtysomething*) from the network schedule, ABC Entertainment President Bob Iger lays the blame on impatient channel-zappers, and says that males have an itchier remote-control trigger finger than do females. During last week's segment of the Television Critics Association press tour, he announced a fall schedule debut that will unfold over the course of three weeks in September, and predicted that losses from shows in the bottom third of the ratings will force one or more networks to return a portion of the prime-time schedule to affiliates.

56 / STATION ROLLS BACK PRIME TIME

NBC has given the go-ahead for Sacramento affiliate KCRA-TV, as a test, to shift prime-time programing back one hour, to 7 p.m., and in the package cut a half-hour from its evening news, produce an hour newscast at 10 p.m., and start *The Tonight Show* at 10:35. The station promised to take a cut in affiliate compensation if the move has an adverse effect on market ratings. The station's approval for the test is likely to motivate other West Coast affiliates to ask for the same opportunity.

59 / DISPUTE OVER RADIO NUMBERS

The Concert Music Network released an analysis last week of network radio duplication and audience overlap; figures ranged from a low .35% up to 100%, or total duplication. However, some network



WilTel's switched video fiber optic network now reaches 50 markets. Could NBC adopt fiber-satellite network by 1995? (page 42)

SPECIAL REPORT: SATELLITE '91

34 / COMPRESSION EXPANDS

Equipment enabling up to eight video signals to be compressed onto one transponder should be commercially available by mid-'92, but don't expect big savings in satellite costs right away. Regardless of cost, existing and new television players will fill the increased capacity with more and more services.

42 / NETWORKS TRY FIBER

The Vyvx National Video Network, which boasts a 50-city fiber cable connection, hopes that its successful try-outs with the broadcast networks will bolster its pitch to provide interconnect service at a price competitive with satellite. The future may lie in hybrid satellite-fiber distribution.

49 / SOVIETS JOIN INTELSAT

Intelsat welcomed the Soviet Union as its 121st member this month, signaling "the last nail in the Cold War's coffin," according to Comsat President Bruce Crockett, and movement, albeit slow, in worldwide satellite deregulation.

52 / DBS GETS BOOST FROM INVESTMENT

Steve Petrucci and Eddy Hartenstein of Hughes Communications are bullish on their DBS enterprise after last month's $50 million investment by Stanley S. Hubbard and his United States Satellite Broadcasting consortium. In a BROADCASTING interview, the pair talk about the possibilities of a distribution system that "gets to the whole country from a single source."

researchers are skeptical of the CMN's methodology and interpretation.

61 / 'A GUY'S RADIO STATION'

New York's all-sports WFAM(AM), a relative newcomer on the radio dial and a pioneer in the format, has not only survived but is thriving in the nation's largest market. The station features the "Mike and the Mad Dog Show," which, according to general manager Scott Meier, approximates the atmosphere of "two guys sitting in a bar, talking about sports," and has added play-by-play programing.

62 / RESPONSE TO ARBITRON CHANGES

Reaction from its advisory council and broadcasters to Arbitron's proposed service cutbacks and revisions, announced this month, has thus far been favorable, although stations are split on two proposals: removing the July book and combining ADI markets. All agree on the need for more qualitative research, and with its ScanAmerica service, which measures not only viewership but also product purchases tied to commercials, Arbitron thinks it is moving in the right direction.

66 / TAKING THE HEAT FOR TCI

Although the cable industry is smarting over the negative publicity garnered by TCI's negative-option marketing strategy for Encore, its new pay movie service, criticism has been muted. Many executives grumble privately that the nation's top MSO should be setting an example for good service, not tarring the lot with notorious bad manners. Publicly, however, most are keeping their peace, believing that cable's dirty linen should be kept in the closet.

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Incorporating

The Fifth Estate

TELEVISION

Broadcasting

■ Cable

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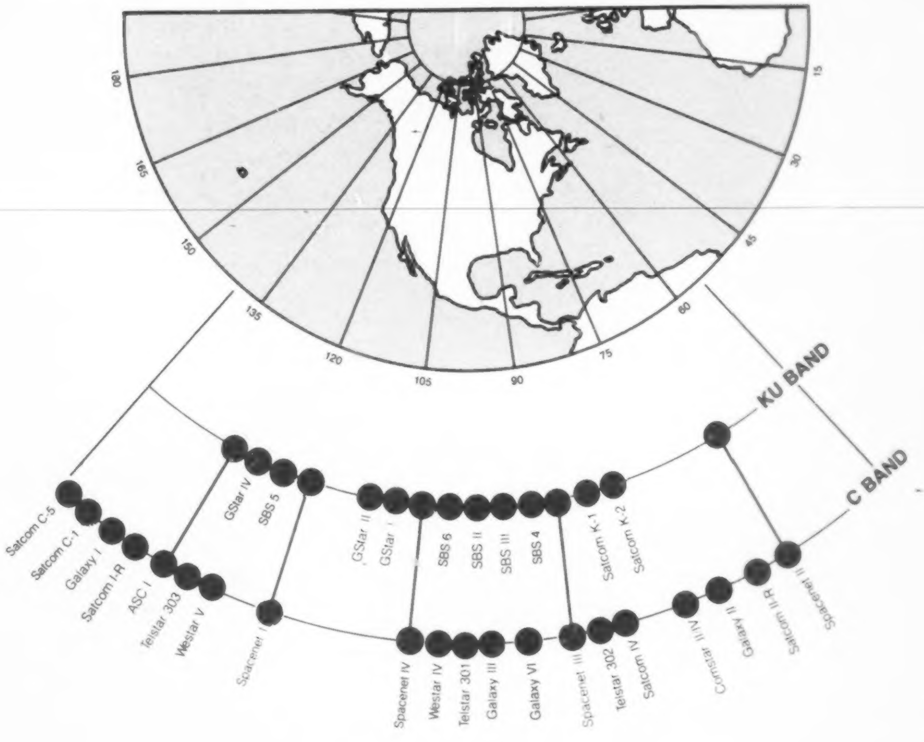
180
165
150
135
120
105
90
75
60
45
30
15
KU BAND
C BAND
Satcom C-5
Satcom C-1
Galaxy I
Satcom I-R
ASC I
Telstar 303
Westar V
GStar IV
SBS 5
Spacenet I
GStar II
GStar I
SBS 6
SBS II
SBS III
SBS 4
Satcom K-1
Satcom K-2
Spacenet IV
Westar IV
Telstar 301
Galaxy III
Galaxy VI
Spacenet III
Telstar 302
Satcom IV
Comstar II/IV
Galaxy II
Satcom II-R
Spacenet II

Satellite guide to the sky

Carrier Satellite	**C-band**[1]	**Ku-band**	**Approximate end-of-life**	**Orbital slot**
AT&T				
Telstar 301	24	--	Nov. 1993	96
Telstar 302	24	--	Sept. 1994	85
Telstar 303	24	--	Apr. 1995	125
Comsat[2]				
Comstar II	24	--	July 1986	76
Comstar IV	24	--	Feb. 1991	76
SBS II	--	10	Sept 1991	97
GE Americom				
Satcom I-R	24	--	April 1993	131
Satcom II-R	24	--	Jan. 1995	72
Satcom IV	24	--	Feb. 1993	82
Satcom C-1	24	--	Nov. 2000	137
Satcom C-5	24	--	May 2001	139
Satcom K-1	--	16	Dec. 1996	85
Satcom K-2	--	16	April 1997	81
GTE Spacenet[3]				
ASC I	18	6	Aug. 1995	128
Spacenet I	18	6	May 1994	120
Spacenet II	18	6	Nov. 1994	69
Spacenet III	18	6	March 1998	87
Spacenet IV	18	6	April 2001	101
GStar I	--	16	May 1995	103
GStar II	--	16	March 1996	105
GStar III	--	16	Sept. 1994	93
GStar IV	--	16	Nov. 2000	125
Hughes Communications				
Galaxy I	24	--	June 1993	134
Galaxy II	24	--	Sept. 1993	74
Galaxy III	24	--	Sept. 1994	93.5
Galaxy VI	24	--	Oct. 2000	91
Westar IV	24	--	Feb. 1992	99
Westar V	24	--	June 1992	122.5
SBS 4	--	10	Aug. 1994	91
SBS 5	--	14	Sept. 1998	122.5
SBS 6	--	19	Oct. 2000	99
MCI				
SBS III	--	10	Nov. 1992	95

[1] C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus average 10 years. Several of the newer birds are built to last 12 years.

[2] Although not of use for customers with nonsteerable antennas, Comsat developed a system to track and maintain use of birds that have used up stationkeeping fuel and have gone into north-south drift.

[3] GTE and Contel merged in March 1991. Contel ASC's second satellite, ASC II, was renamed Spacenet IV.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 7/15	ABC 8.2 / 15			MACGYVER (59) [7.3 / 15] 7.0 / 14	7.6 / 15	ABC MONDAY NIGHT MOVIE—B.L. STRYKER: NIGHT TRAIN(47) [8.7 / 15] 8.4 / 15	8.8 / 15	9.0 / 16	8.8 / 16
	CBS 10.2 / 19			EVENING (42) SHADE 9.0 / 19	MAJOR (41) DAD 9.1 / 18	MURPHY (17) BROWN 10.9 / 20	DESIGNING (8) WMN. 12.0 / 21	NORTH. EXPOSURE (32) [10.0 / 18] 10.3 / 18	9.6 / 17
	NBC 11.9 / 22			FRESH (27) PRINCE 10.3/ 21	A DIFFNT. (26) WORLD 10.5 / 20	NBC MONDAY NIGHT MOVIE—A CRY FOR HELP (4) [12.6 / 22] 10.7 / 19	11.6 / 20	13.6 / 24	14.6 / 26
TUESDAY 7/16	ABC 9.5 / 18			WHO'S THE (43) BOSS 8.9 / 18	DAVIS (46) RULES 8.8 / 17	ROSEANNE (6) 12.2 / 22	COACH (19) 10.8 / 19	CHINA BEACH (52) [8.2 / 15] 8.3 / 15	8.2 / 15
	CBS 11.7 / 22			RESCUE 911 (19) [10.8 / 21] 9.9 / 20	11.8 / 23	CBS TUESDAY NIGHT MOVIE—S. KING:GOLDEN YEARS (6) [12.2 / 22] 11.9 / 21	12.3 / 21	12.4 / 22	12.0 / 22
	NBC 10.4 / 19			MATLOCK (36) [9.8 / 19] 9.5 / 19	10.1 / 19	HEAT OF NIGHT (14) [11.2 / 20] 10.6 / 19	11.9 / 20	LAW AND ORDER (27) [10.3 / 19] 10.2 / 18	10.3 / 19
WEDNESDAY 7/17	ABC 8.5 / 16			WONDER (55) YEARS 8.1 / 17	GROWING (47) PAINS 8.7 / 18	DOOGIE (32) M.D. 10.0 / 19	MAN IN (43) FAMILY 8.9 / 16	EQUAL JUSTICE (57) [7.7 / 14] 7.7 / 14	7.7 / 15
	CBS 7.8 / 15			HOGAN (78) FAM. SP 5.3 / 11	FAMILY (81) MAN 5.1 / 10	JAKE AND FAT MAN (52) [8.2 / 15] 7.6 / 14	8.8 / 16	48 HOURS (31) [10.1 / 19] 9.7 / 18	10.6 / 20
	NBC 10.2 / 20			UNSLVD. MYSTERIES (5) [12.5 / 26] 12.1 / 26	12.8 / 26	NIGHT (32) COURT 10.0 / 19	SEINFELD (51) 8.4 / 15	QUANTUM LEAP (43) [8.9/ 17] 8.7 / 16	9.1 / 17
THURSDAY 7/18	ABC 8.4 / 16			FATHER DOWLING (58) [7.4 / 15] MYST. 7.1 / 14	7.7 / 15	GABRIEL'S FIRE (62) [7.0 / 13] 7.0 / 13	7.1 / 13	PRIMETIME LIVE (19) [10.8 / 20] 10.1 / 19	11.5 / 22
	CBS 7.6 / 14			TOP COPS (59) [7.3 / 15] 7.3 / 15	7.3 / 15	TRIALS OF ROSIE (67) [6.2 / 11] O'NEILL 6.0 / 11	6.4 / 11	S. KING: GOLDEN YR* (40)[9.2 / 17] 9.0 / 17	9.3 / 18
	NBC 10.7 / 20			COSBY (19) 10.8 / 22	A DIFFNT. (25) WORLD 10.6 / 21	CHEERS (3) 12.9 / 24	WINGS (17) 10.9 / 19	L.A. LAW (37) [9.4 / 18] 9.4 / 17	9.5 / 18
	FOX 8.8 / 17			SIMPSONS (49) 8.6 / 17	TRUE (63) COLORS 6.6 / 13	BEVERLY HILLS 90210*(32) [10.0 / 18] 9.5 / 17	10.4 / 19		
FRIDAY 7/19	ABC 12.0 / 26			FULL (11) HOUSE 11.4 / 26	FAMILY (10) MAT. 11.5 / 26	PERFECT (23) STRAN. 10.7 / 23	HI HON. I'M (13) HOME* 11.3 / 24	20/20 (2) [13.4 / 28] 13.9 / 29	12.8 / 27
	CBS 5.3 / 12			VERDICT (69) 6.1 / 14	WHO'S SIDE(77) YOU ON 5.4/12	FLASH (83)[5.0 / 11] 4.8 / 10	5.2 / 11	SWEATING BULLETS (81) [5.1 / 11] 5.0 / 10	5.2 / 11
	NBC 5.4 / 12			NBC MOVIE OF THE WEEK—DREAM DATE (75) [5.5 / 12] 4.4 / 10	5.1 / 11	5.8 / 13	6.7 / 14	MIDNIGHT CALLER (78) [5.3 / 11] 5.1 / 11	5.4 / 12
	FOX 3.5 / 8			AMERICA'S MOST (84) [4.8 / 11] WANTED 4.6 / 11	5.0 / 11	ALIEN NATION (92) [2.2 / 5] 2.1 / 5	2.2 / 5		
SATURDAY 7/20	ABC 5.6 / 12			YOUNG RIDERS (75) [5.5 / 13] 5.3 / 13	5.8 / 14	ABC SATURDAY NIGHT MOVIE—SPY GAINS (74) [5.7 / 12] 5.4 / 12	5.6 / 12	5.8 / 12	6.0 / 13
	CBS 6.1 / 13			HOGAN SP. (90) FAMILY 3.7 / 9	HOGAN SP. (86) FAMILY 4.6 / 11	CBS SATURDAY MOVIE—LOVE BOAT: SUMMER CRUISE (61) [7.1 / 15] 5.8 / 13	6.4 / 14	7.9 / 17	8.1 / 18
	NBC 8.7 / 20			AMEN (69) 6.1 / 15	DOWN (66) HOME 6.3 / 15	GOLDEN (23) GIRLS 10.7 / 23	EMPTY (9) NEST 11.6 / 25	DEAR (37) JOHN 9.4 / 20	CAROL & (52) CO. 8.2 / 18
	FOX 5.0 / 11			COPS (73) 5.8 / 14	COPS 2 (65) 6.5 / 15	TLY. HID. (85) VIDEO 4.7 / 10	BABES (91) 2.8 / 6		
SUNDAY 6/21	ABC 9.9 / 19	LIFE GOES ON (71) [5.9 / 13] 5.4 / 12	6.4 / 14	AMR. FUN (16) VIDEO 11.0 / 22	AMR. FUN (15) PLP. 11.1 / 21	ABC SUNDAY NIGHT MOVIE—MURDR/ HAZARDOUS TO HEALTH (11) 11.4 / 21] 10.0 / 19	11.1 / 20	12.2 / 22	12.2 / 24
	CBS 10.6 / 21	60 MINUTES (1) [13.5 / 30] 12.9 / 29	14.1 / 31	MURDER SHE WROTE(30) [10.2 / 20] 10.1 / 21	10.4 / 20	CBS SUNDAY NIGHT MOVIE—OUT OF AFRICA PT.1 (37) [9.4 / 17] 8.9 / 16	9.5 / 17	9.6 / 18	9.5 / 18
	NBC 5.7 / 11	NBC NEWS SP. (89) [4.0 / 9] 4.2 / 10	3.8 / 8	EXPOSE (88) 4.2 / 9	NBC SUNDAY NIGHT MOVIE—MURDER OF MARY PHAGAN PT.1 (63) [6.6 / 12] 5.4 / 10	6.6 / 12	6.5 / 12	7.2 / 13	7.2 / 14
	FOX 6.8 / 13	P. LEWIS (87) SP. 4.5 / 10	P. LEWIS (78) 5.3 / 12	IN LIVING (56) COLOR 7.8 / 16	GET A LIFE (67) 6.2 / 12	MRD. WITH (27) CHILD. 10.3 / 19	TOP OF (49) HEAP 8.6 / 16	SUNDAY COMICS (71) [5.9 / 11] 6.3 / 12	5.6 / 11

WEEKLY PRIME TIME AVERAGE	ABC 8.9 / 18	CBS 8.6 / 17	NBC 8.8 / 17	FOX 6.2 / 13
SEASON PRIME TIME AVERAGE	ABC 11.5 / 20	CBS 11.5 / 20	NBC 11.9 / 21	FOX 6.2 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WWCD(FM) Grove City, Ohio □ CP sold by Video Service Broadcasting Corp. to Ingleside Radio Inc. for $2 million. Terms: $100,000 escrow deposit; $1.4 million cash at closing, of which $500,000 is for noncompete covenant, and $500,000 note at 10%. **Seller** is headed by Arnold Ferolito, and has no other broadcast interests. **Buyer** is headed by Roger Vaughan and has no other broadcast interests. WWCD has progressive format on 101.1 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Blackburn & Co.*

WXVT(TV) Greenville, Miss. □ Sold by Lamco Communications Inc. to investor group for $1.43 million. **Seller** is headed by Marshall Noecker and Andrew W. Stabler Jr., and owns WCYB-TV Bristol, Va.; KTXS-TV Abilene, Tex., and WLYC(AM)-WILQ(FM) Williamsport, Pa. **Buyers** are John Hash, Jo Love Little, Mary Eliza McMillen, Leon D. Long, Aubrey Collum and Larry Harris. Hash, Little, McMillen and Collum also have interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, Miss., and KDKF(TV) Klamath Falls and KDRV(TV) Medford, both Ore. WXVT is CBS affiliate on ch. 15 with 2,746 kw vis., 549 kw aur. and antenna 879 feet above average terrain.

KBAS(AM)-KWAZ(FM) Bullhead City, Ariz.-Needles, Calif. □ Sold by Calnevar Broadcasting Inc. to Green River Broadcasting Corp. for $1.284 million. Terms: $29,000 cash at closing, $25,000 escrow deposit, $1.18 million for two 10-year promissory notes payable to John W. Mathieson and Thomas M. Jones at 10%, and $50,000 three-year noncompete covenant ($25,000 each for Mathieson and Jones). **Seller** is headed by Jones and Mathieson, and has no other broadcast interests. **Buyer** is headed by Jeffrey R. Morris (30%), Ronald G. Lundeen (35%) and Raymond A. Lindstrom (35%). Morris is a director of Pleasant Valley Broadcasting Corp., licensee of KRIM(FM) Payson, Ariz. His wife, Jane, and Lindstrom hold 51% and 49% of stock, respectively, of Pleasant Valley Broadcasting. KBAS is fulltimer with C&W format on 1490 khz with 1 kw. KWAS has adult contemporary format on 97.9 mhz with 2.8 kw and antenna 1,571 feet.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,606,440** □ **7**

FM's □ **$2,426,000** □ **3**

AM-FM's □ **$1,284,000** □ **2**

TV's □ **$0** □ **0**

Total □ **$5,316,440** □ **12**

Year to Date:

AM's □ **$54,039,535** □ **152**

FM's □ **$118,497,755** □ **152**

AM-FM's □ **$144,530,587** □ **109**

TV's □ **$678,549,000** □ **50**

Total □ **$995,616,877** □ **463**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KNOW(AM)) Minneapolis □ Sold by Minnesota Public Radio Inc. to NRG Twin Cities Ltd. for $940,000. Terms: $138,000 cash at closing, $50,000 escrow deposit and $752,000 note at 9.75%. **Seller** is headed by William H. Kling, and is licensee of 23 noncommercial FM's. **Buyer** is headed by J. Livingston Kosberg and George A. Vandeman, and has no other broadcast interests. KNOW is fulltimer with news/talk format on 1330 khz with 5 kw.

KLVS(AM) Lake Oswego (Portland), Ore. □ Sold by Tamarack Communications Inc. to Crawford Broadcasting Co. for $450,000. **Seller** is headed by David Jack, and owns KNTA(AM) Santa Clara, Calif. **Buyer** is headed by Donald B. Crawford, and owns WDJC(FM) Birmingham, Ala., KBRT(AM) Avalon, Calif., WYCA(FM) Hammond (Chicago), Ill.; WMUZ(FM) Detroit; WDCX(FM) Buffalo, N.Y., and KPBC(AM) Garland (Dallas), Tex. KLVS is fulltimer with talk format with 5 kw. *Broker: Broadmark Capital Corp.*

WSKX(FM) Hinesville, Ga. □ Sold by Hinesville Broadcasting Corporation to T C B Broadcasting Inc. for $300,000 cash. **Seller** is headed by E.L. Kilday, and has no other broadcast interests. **Buyer** is headed by Ray Bilbrey (15%), William E. Clanton (42.5%) and Ralph D. Trapnell (42.5%). Bilbrey is station general manager, Clanton is car dealer and Trapnell is business investor. WSKX has country format on 92.3 mhz with 50 kw and antenna 150 feet above average terrain.

WWIT(AM) Canton, N.C. □ Sold by Mountain Broadcasting Inc. to Green Communications Co. Inc. for $280,000, consideration for forgiveness of all indebtedness owed by Mountain Broadcasting to Daniel Greene Jr. **Seller** is headed by Gary Ayers, and has no other broadcast interests. **Buyer**, Greene, has no other broadcast interests. WWIT has oldies format on 970 khz with 5 kw day.

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■ **Malakoff, TX** KCKL(FM) 95.9 mhz—July 3 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Shepherdstown, WV** WSHC(FM) 93.7 mhz—July 11 application for CP to change ERP: .95 kw H&V; ant.: -3 m.; change channel to 209A.

■ **De Pere, WI** WJLW(FM) 95.9 mhz—July 3 application for CP to change ERP: 17.8 kw H&V; ant.: 119 m.; change TL: NW corner of SE quarter of section 11, in Rockland, WI; change to class C3 (per docket #91-586).

■ **Whiting, WI** (no call letters) 96.7—July 5 application for CP to change ERP: 50 kw H&V; ant.: 150 m.; TL: Yellow Stone Rd., .7 km E of Hwy S, Milladore, WI; channel: 244C2, per docket 89-282.

Actions

AM's

■ **Port Orange, FL** WART(AM) 1020 khz—July 9 application (BMP910429AF) granted for mod. of CP (BP860904AJ) to change TL: corner of Beach St. and Wilder Blvd., Daytona Beach, FL; reduce power to 400 watts; change from DA to non-DA and make changes in antenna system: 29 11 19N 81 00 28W.

■ **Decorah, IA** KDEC(AM) 1240 khz—July 11 application (BP910513AC) granted for CP to reduce power to 580 watts; make changes in antenna system and correct coordinates to 43 19 28N 91 47 05W.

■ **Gladstone, MO** KGGN(AM) 890 khz—July 8 application (BMP880714AG) granted for mod. of CP (BP851202AG) to reduce power to 1.10 kw -DA-D and change to: 250 S of Termination of Ridgeview CT, Liberty, MO. 39 13 19N 99 22 59W.

FM's

■ **Yuma, AZ** KTTI(FM) 95.1 mhz—July 15 application (BPH910301IC) dismissed for CP to change ERP: 100 kw H&V; change ant.: 389 m.; TL: at BLM electronics site, Telegraph Pass, 1.8 km due N of interstate Rte. 8 and 28 km E of Yuma, AZ; class: C (per docket #90-19).

■ **Los Angeles** KZLA(FM) 93.9 mhz—July 3 application (BPH910416IA) granted for CP to change ERP: 18.7 kw H, and 16.2 kw V; ant.: 956 m.; TL: Mt. Wilson Antenna farm 25 km NE of Los Angeles.

■ **Middletown, CT** WIHS(FM) 104.9 mhz—July 9 application (BPH901009IB) granted for CP to change ant.: 95.92 m.; change ERP: 3.3 kw H&V. Amended 910416 to 3.1 kw and 91 m. Amended 9106/ 27 change ant. back to 96 m.

■ **Rockledge, FL** WHKR(FM) 102.3 mhz—July 12 application (BPH910305ID) granted for CP to change ERP: 50 kw H&V; change ant.: 150 m.; TL: Fox Lake Rd. and Interstate 95, Titusville, FL; change class to C2.

■ **Waynesboro, GA** WAGW(FM) 107.1 mhz—July 15 application (BMPH910315IA) granted for mod. of CP (BPH890427MI) to change ERP: 6 kw H&V; ant.: 90 m.; TL: 1.8 km W of GA. Hwy. 56 and 9.9 km N of Waynesboro in Burke County, GA.

■ **Forest City, IA** KIOW(FM) 102.3 mhz—July 9 application (BPH900621IC) granted for CP to change ant.: 150 m.; change TL: 1/4 mi N County Rd., B40 on County Rd., R69, Hancock County, RR #4; ERP: 50 kw H&V, freq: 107.3 and to change class C2 (per docket #89-25).

■ **Ann Arbor, MI** WAMX(FM) 107.1 mhz—July 10 application (BMPH910124IE) granted for mod. of CP (BPH891221IJ) to change ERP: 3 kw H&V; ant.: 88 m.

■ **Ballston Spa, NY** WQQY(FM) 102.3 mhz—July 9 application (BPH890803IC) granted for CP to change ant.: 100 m.; as Amended 52391: change ant.: 118 m.; ERP: 4.1 kw H&V; city of license.

■ **Corvallis, OR** KEJO(FM) 101.5 mhz—July 9 application (BPH900730IC) granted for mod. of CP (BMPH890925JY as mod.) to change ant.: 342.3 m.

■ **Chase City, VA** WFXQ(FM) 99.9 mhz—July 9 application (BMPH910304IE) granted for mod. of CP (BPH880107NH) to change ERP: 25 kw H&V; change channel to 260C3 (per docket #89-601).

ACTIONS

■ **Chester and Shingletown, both California** Effective August 22 reallotted channel 287C2 from Chester to Shingletown as area's first local aural transmission service, and conditionally modified permit of KRKQ(FM) for operations in Shingletown. (MM docket 89-436 by R&O [DA 91-780] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Chico, CA** Effective August 26 allotment of channel 224A as community's third local FM broadcast service; filing window: August 27-September 26. (MM docket 90-185 by R&O [DA 91-852] adopted June 26 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Kings Beach, CA and Fallon, NV** Effective August 30, substitution of channel 299C3 for channel 299A in Kings Beach and modification of Kidd Communications, Inc.'s construction permit accordingly; allotment of channel 267A to Fallon as community's first local aural service; filing window for Fallon: September 3-September 30. (MM docket 89-449 by R&O [DA 91-844] adopted June 24 Chief, Allocations Branch, Policy and Rules Division.)

■ **Alamosa, CO** Effective August 26 allotment of UHF channel 47 as community's first local television service. (MM docket 90-611 by R&O [DA 91-851] adopted June 26 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Lanai City, HI** Effective August 26 substituted channel 284C for channel 284A and conditionally modified construction permit for Lanai City. (MM docket 91-45 by R&O [DA 91-791] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Mount Sterling, IL** Effective August 26 allotment of channel 294B1 as community's first local FM service; filing window: August 27-September 26. (MM docket 91-46 by R&O [DA 91-792] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Britt, IA** Effective August 23 allotment of channel 258A to Britt as community's first local FM service; filing window: August 26-September 25. (MM docket 90-613 by R&O [DA 91-788] adopted June 24 by Chief, Allocations Branch, Policy and Rules Divison, Mass Media Bureau.)

■ **Herington, KS** Effective August 23 substituted channel 289C3 for channel 289A and conditionally

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	10,924	1,517	12,441
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
■ **Total TV**	1,479	204	1,683
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
■ **Total LPTV**	895	1,026	1,921
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

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Politics make PBS, NBC bedfellows: 'Roseanne' rolls in syndication

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Radio's primary target, ages 25-54, may be too broad for advertisers

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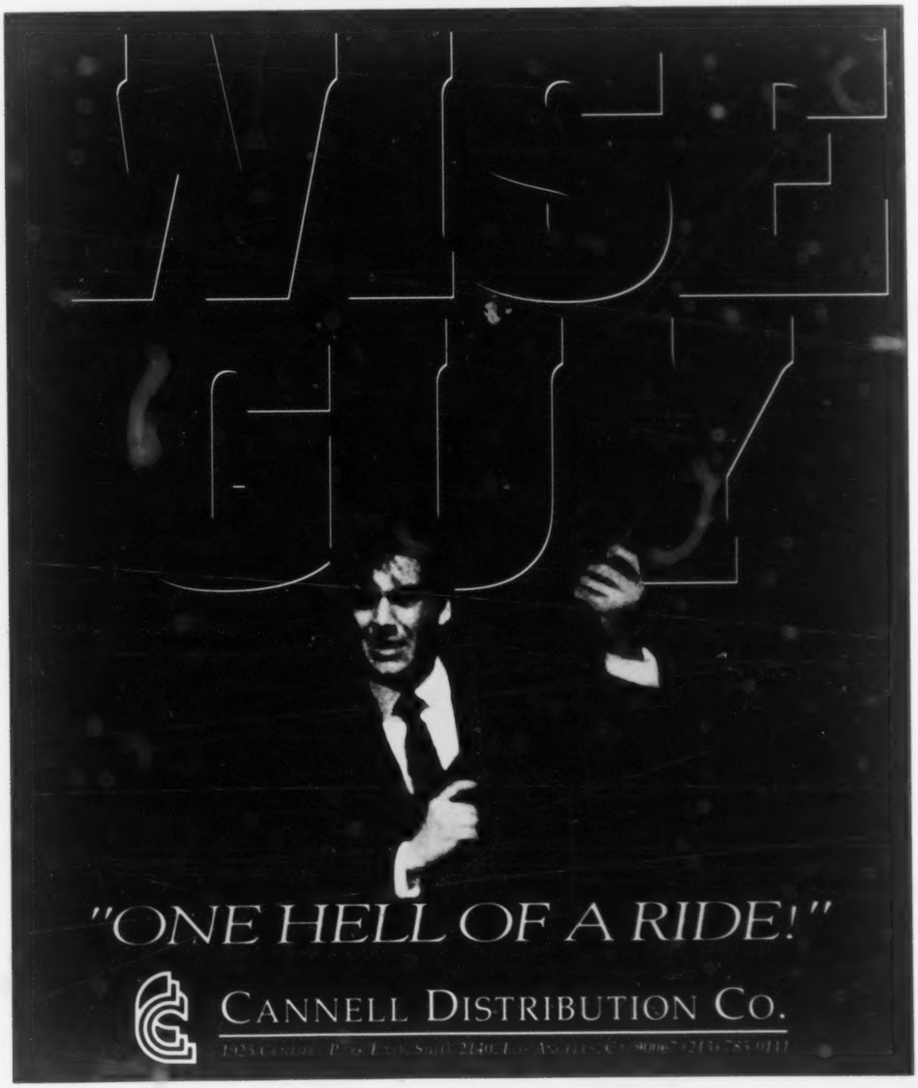
MTV to program three channels, beginning in '93

BUSINESS / 43
New tax legislation has both MSO's and broadcasters worried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NBC's Littlefield sets sights on 7th season win

◇

Telcos eye cable TV

Broadcasting Aug5

THIS WEEK

19 / NBC'S NO. 1 PLAN

Warren Littlefield, winding up his first year as president of NBC Entertainment, says "nothing should be sacred today," as he plans his strategy to keep NBC a ratings winner this season and next. Some ideas he shared with BROADCASTING: spread big-ticket items like mini-series over the whole year, rather than lumping them in sweeps months; make NBC a producer-friendly network in its working relationships with studios and the creative community, and beef up daytime with new soaps.

NBC's Warren Littlefield looks to seventh season win (page 19)

22 / TELCOS IN CABLE: WHEN, OR IF?

The anticipated stampede of telephone companies into the cable arena may be slow off the mark, according to financial experts and industry analysts. Handicapping likely telco moves in light of Judge Harold Greene's recent decision, observers say that, even with their deep pockets and good credit ratings, the telcos might consider cable a lackluster investment prospect. Said an Ameritech executive: "While cable operators are making money, they still have a lot of debt and aren't getting rich, exactly."

24 / FCC'S FINE HOW-DE-DO

The National Association of Broadcasters has condemned as excessive the new fine schedule imposed by the FCC. The agency is implementing a 1989 law that allows it to increase its fines from $2,000 per violation per day, up to $20,000 maximum, to $25,000 per violation per day up to a maximum of $250,000. The NAB charges that the enforcement function of the fines appears to have been "relegated to a secondary role behind generating funds for the federal treasury."

25 / ADS 'R' OK

The FCC last week allowed a postponement in implementing the commercial-time-limit rule for children's programing until Jan. 1. The extension applies only to syndicated programs bought on a barter basis, but that exception was enough to satisfy independent TV stations, which had asked for relief from the rule until after the Christmas buying season. Opponents charged that the FCC "has stolen TV time that belongs to the kids and donated it to the greedy Grinches of the television industry."

27 / PROGRAM PITCHES

BROADCASTING obtained list of shows pitched by Warner Bros. and MCA to consortium of independent stations. Late word last week ("Closed Circuit," page 6) was that group was negotiating with Warner.

27 / PBS, NBC TEAM FOR '92 CONVENTIONS

NBC Nightly News and *MacNeil-Lehrer NewsHour* will team up to provide PBS with three hours of coverage on each of the eight nights of total Democratic and Republican convention sessions.

28 / NEW PROJECTS FROM 'CIVIL WAR' PRODUCER

Civil War producer Ken Burns has at least three projects in development for PBS, including *Empire of the Air*, tied to an upcoming book on broadcasting pioneers; *Baseball*, a five-hour history of the sport, and *The Songs of the Civil War*, a two-hour follow-up to the first series.

29 / 'ROSEANNE' LOOKS LIKE A MILLION BUCKS

License fees from the first syndication cycle of "Roseanne," cleared so far for a fall 1992 debut in 50 markets covering 54% of the country, have reportedly topped $1 million per episode and could reach as high as $2 million. That figure could climb to $2.5 million when the 2.5 minutes of national barter revenue are included.

31 / AGING BABY BOOMERS

The cost-per-point lure of the 25-54 audience segment—the "baby boom bubble"—is driven by a TV marketing mentality that doesn't necessarily apply to radio, says Warren Potash, president, Radio Advertising Bureau. The medium offers advertisers the opportunity to break down the wide-ranging group, which can include both

MTV announces plan to add two channels (page 39).

Billings for '92 syndication debut of "Roseanne" have reportedly topped $1 million per episode, with 54% of U.S. sold (page 29).

25-year-olds *and* their parents, into marketable mini-targets. Furthermore, a soon-to-be-released study by the Interep Radio Store shows big differences in purchasing habits above and below age 35, the baby-boom median, and predicts a narrowing in advertiser focus to the 35-54 age group.

39 / MTV MOVES TO MULTIPLEXING

Seizing the opportunity of the coming cable-channel boom, and hoping to inspire operators to do the same, MTV Networks said it will expand to three channels in mid-1993. Preliminary plans call for retaining the core channel as is and programing the additions with yet-to-be-determined musical genres. Testing will begin in 1992 on Cablevision's Boston and Brookline, Mass., systems; Media General's Fairfax, Va., system, and on one Cox and one Continental system to be named later. HBO and Showtime begin their multiplexing tests with Telecable this week.

42 / OPERA COMES TO PAY PER VIEW

NBC and Cablevision Systems hope to attract a new, although not very large, audience to PPV with the debut of opera telecasts Sept. 23. The two companies have signed a 10-year agreement with New York's Metropolitan Opera for three to four events a year and hope that the first, the *25th Anniversary Gala of the Met*, will pull at least a 0.25% buy rate (40,000 homes) at $34.95. Promotion for the opening event, which brings tenors Luciano Pavarotti and Placido Domingo together on an American stage for the first time, begins this month.

43 / 'INTANGIBLE' CHANGE IN TAX LAW

A bill proposed last week by House Ways and Means Chairman Dan Rostenkowski would clarify the tax treatment of intangible assets, which are items like station licenses and cable franchises. The good news for broadcasters and cable operators is that many items that had previously been questioned by the IRS would now be codified. Among the bad news: the bill explicitly disqualifies a broadcaster's FCC license from amortization eligibility. Because it has the support of the chairman and a preliminary nod from the White House, is revenue neutral and aims at tax simplification, the bill may be difficult to derail.

48 / COMPETITION FOR INTELSAT?

Satellite entrepreneur Rene Anselmo, chairman of Alpha Lyracom Space Communications, believes his company's $300-million "understanding" with Hughes Communications brings it one step closer to challenging Intelsat's global communications monopoly. The deal for three HS 601 satellites, which would be ready for launching in early 1994 and "will have a footprint over every country in the world," according to Anselmo, is part of an investment that will total between $500 million and $650 million. "There's $650 million sitting out there somewhere for me. It will come," Anselmo said.

50 / USER FEES FOR FCC REVIVED

Pro-fee and anti-fee congressmen on the House Energy and Commerce Committee agreed on a revised schedule of user charges that would be assessed on FCC licensees. The agreement revives the chances that an FCC authorization supported substantially by user's fees ($65 million of the $133.5 million total) could pass the House. Communications lobbyists are focusing their opposition on the Senate, where few senators, except Commerce Committee Chairman Ernest Hollings (D-S.C.), who opposes the fees, have given an opinion.

54 / CABLE LEAKS

In the year since standards were passed, the FCC has shut down 11 cable systems for signal leakage. Cable operators use frequencies commonly employed by other spectrum users, like aircraft, and interference results when a break in the plant allows the signal to leak.

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COMMISSION SETS GREATLY INCREASED FINE SCHEDULE

Result of 1989 law authorizing boost in penalties is jump in maximum charge from $2,000 a day to $20,000; fines can be adjusted, however, on individual basis in mitigating circumstances

Broadcasters and cable operators beware.

The FCC last week served notice the fines it will be levying for violations ranging from "misrepresentation" to "failure to maintain records" will be much higher than ever before.

The base fine for broadcasting an indecent program is now $12,500—more than six times as great as the $2,000 the FCC has been hitting stations with since it stepped up its indecency enforcement four years ago.

The notice came in the form of a fine schedule, listing "base" fines for a host of violations and case-by-case criteria for adjusting them up or down.

The National Association of Broadcasters condemned the new FCC fines. "This move to what looks like a fee schedule is disturbing," said NAB President Eddie Fritts. "It appears the commission has relegated forfeiture as an enforcement mechanism to a secondary role behind generating funds for the federal treasury," he said.

With the release of the schedule, the FCC is implementing a 1989 law that greatly increased the fines the FCC may impose on broadcasters and cable operators to $25,000 per violation or per day of a continuing violation up to $250,000. Prior to 1989, the most the FCC could impose was $2,000 per violation or per day of a continuing violation up to $20,000.

Given the extra clout, the FCC says in a five-page policy statement, the schedule "will assist the commission in insuring that similarly situated violators are treated in a comparable manner and will provide guidance to the public regarding the forfeitures that can be expected in connection with specific violations."

David Solomon, an attorney in the FCC's General Counsel's Office, said the schedule replaces the FCC's practice of assessing fines on a case-by-case basis. However, he said, the criteria for adjusting fines from 20% to 90% preserves an "element" of the case-by-case approach.

Here's the FCC's example of how the adjustment criteria work: The FCC determines a station intentionally violated FCC rules by using unauthorized equipment and, in so doing, causes substantial harm. In calculating the fine, the FCC starts with the base of $10,000 for using unauthorized equipment. Because the violation was intentional, it increases the fine by $7,000 (70% of $10,000), to $17,000, and because it causes substantial harm, it boosts it another $4,000 (40% of $10,000) to $21,000.

However, having also found the station has a history of overall compliance, it reduces the fine by $3,000 (30% of $10,000) to $18,000. "If the broadcaster made a specific showing that an $18,000 forfeiture would cause substantial economic hardship, the forfeiture would be further reduced," the FCC statement says. **—HAJ**

THE FCC'S NEW (AND GREATER) FORFEITURE SCHEDULE

Violation	Fine	Violation	Fine
Misrepresentation or lack of candor	$20,000	Use of unauthorized equipment	$10,000
Inadequate tower lighting and marking	$20,000	Violations of children's TV rules	$10,000
Construction or operation without authorization	$20,000	Violation of main-studio rule	$10,000
Unauthorized substantial transfer of control	$20,000	Operation at unauthorized location	$10,000
False distress broadcasts	$20,000	Inadequate frequency coordination	$10,000
Misuse of distress and safety frequencies	$20,000	Failure to file information	$7,500
Refusal to permit inspection	$18,750	Failure to maintain public files	$7,500
Malicious interference	$17,500	Failure to properly identify sponsors	$6,250
Failure to respond to FCC communications	$17,500	Violations of rules governing lotteries	$6,250
Exceeding authorized antenna height	$15,000	Failure to maintain technical logs	$5,000
Exceeding power limits	$12,500	Failure to maintain time-brokerage files	$5,000
Unauthorized emissions	$12,500	Broadcasting telephone calls without permission	$5,000
Using unauthorized frequency	$12,500	Failure to make measurements and monitor	$2,500
EBS equipment not installed or operational	$12,500	Violations of enhanced underwriting requirements	$2,500
Broadcast of indecent programing	$12,500	Failure to identify station on air	$2,500
Failure to comply with EEO obligations	$12,500	Failure to maintain records	$2,500
Violations of political broadcasting rules	$12,500	Unauthorized pro forma transfer of control	$2,500
Unauthorized discontinuance of service	$10,000	Miscellaneous violations	$1,250

The amounts in the right-hand columns are the "base" fines for the given violations. They are subject to adjustments up or down by between 20% and 90% based on specific criteria. The "upward" criteria (and adjustment range): 1) egregious misconduct (50%-90%); 2) ability to pay (50%-90%); 3) intentional violation (50%-90%); 4) substantial harm (40%-70%); 5) prior violation of same rule (40%-70%); 6) substantial economic gain (20%-50%), and 7) repeated or continuous violation (varies).

The "downward" criteria: 1) minor violation (50%-90%); 2) good faith or voluntary disclosure (30%-60%); 3) history of overall compliance (20%-50%), and 4) inability to pay (varies).

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 7/22	ABC 10.2 / 18			MACGYVER (55) [7.9 / 15] 7.5 / 15	8.2 / 15	ABC MONDAY NIGHT MOVIE—CHINA BEACH (20) [11.4 / 20] 11.0 / 19	11.4 / 19	11.6 / 20	11.6 / 21
	CBS 11.8 / 21			EVENING (35) SHADE 9.6 / 19	MAJOR (9) DAD 12.2 / 23	MURPHY (4) BROWN 13.1 / 23	DESIGNING (7) WMN. 12.6 / 21	NORTH. EXPOSURE (14) [11.6 / 21] 11.9 / 21	11.4 / 21
	NBC 8.6 / 16			FRESH (29) PRINCE 10.5 / 20	NBC MONDAY NIGHT MOVIE—MURDER OF MARY PHAGAN PT2 (50) [8.2 / 15] 6.7 / 12	7.5 / 13	8.4 / 14	9.1 / 16	9.1 / 17
	FOX 4.6 / 8			FOX NIGHT AT THE MOVIES—ALIEN NATION (87) [4.6 / 8] 4.3 / 8	4.9 / 9	4.8 / 8	4.5 / 8		
TUESDAY 7/23	ABC 9.9 / 18			WHO'S THE (35) BOSS 9.6 / 19	DAVIS (34) RULES 9.7 / 18	ROSEANNE (2) 13.5 / 24	COACH (11) 12.0 / 21	THIRTYSOMETHING (58) [7.2 / 13] 7.3 / 13	7.1 / 14
	CBS 8.7 / 16			RESCUE 911 (28) [10.6 / 20] 10.6 / 21	10.6 / 20	CBS TUESDAY NIGHT MOVIE—OUT OF AFRICA PT2 (56) [7.8 / 14] 7.5 / 13	7.3 / 13	8.2 / 15	8.1 / 15
	NBC 10.7 / 20			MATLOCK (38) [9.4 / 18] 9.0 / 18	9.8 / 18	HEAT OF NIGHT (18) [11.5 / 20] 11.1 / 20	12.0 / 21	LAW AND ORDER (21) [11.3 / 21] 11.1 / 20	11.5 / 22
WEDNESDAY 7/24	ABC 7.7 / 15			WONDER (48) YEARS 8.6 / 18	GROWING (49) PAINS 8.5 / 17	DOOGIE (37) M.D. 9.5 / 18	MAN IN (53) FAMILY 8.1 / 15	EQUAL JUSTICE (72) [5.8 / 11] 5.7 / 11	5.8 / 12
	CBS 8.9 / 17			POLICE (50) SQUAD * 8.2 / 17	MORTON (69) HAYES* 6.1 / 12	JAKE AND FAT MAN (42) [9.1 / 17] 8.6 / 16	9.7 / 18	48 HOURS (29) [10.5 / 20] 10.6 / 20	10.4 / 21
	NBC 9.8 / 19			UNSLVD. MYSTERIES (23) [11.1 / 22] 10.2 / 21	12.0 / 23	NIGHT (47) COURT 8.8 / 17	SEINFELD (45) 9.0 / 16	QUANTUM LEAP (39) [9.3/ 18] 9.0 / 17	9.7 / 19
THURSDAY 7/25	ABC 6.5 / 12			P. JENNINGS:HARLEM (76) [5.5 / 11] 5.8 / 12	5.1 / 10	GABRIEL'S FIRE (82) [5.1 / 9] 5.2 / 10	5.0 / 9	PRIMETIME LIVE (45) [9.0 / 17] 8.4 / 16	9.6 / 19
	CBS 8.0 / 15			TOP COPS (50) [8.2 / 16] 7.5 / 15	8.9 / 18	TRIALS OF ROSIE (61) [6.8 / 12] O'NEILL 6.3 / 12	7.2 / 13	S. KING: GOLDEN YRS (42)[9.1 / 17] 9.0 / 17	9.2 / 18
	NBC 10.7 / 21			COSBY (26) 10.7 / 22	A DIFFNT. (18) WORLD 11.5 / 23	CHEERS (6) 12.7 / 24	WINGS (25) 10.9 / 19	L.A. LAW (39) [9.3 / 18] 9.0 / 17	9.7 / 19
	FOX 9.8 / 19			SIMPSONS (42) 9.1 / 19	TRUE (60) COLORS 6.9 / 14	BEVERLY HILLS 90210 (14) [11.6 / 21] 11.1 / 21	12.1 / 21		
FRIDAY 7/26	ABC 12.4 / 26			FULL (13) HOUSE 11.8 / 26	FAMILY (7) MAT. 12.6 / 27	PERFECT (24) STRAN. 11.0 / 23	HI HON. I'M (14) HOME 11.6 / 24	20/20 (1) [13.7 / 29] 14.2 / 29	13.3 / 28
	CBS 5.3 / 11			VERDICT (70) 6.0 / 13	WHO'S SIDE(84) YOU ON 5.0/11	CBS FRIDAY MOVIE—SPIES, LIES AND NAKED THIGHS (79) [5.2 / 11] 5.1 / 11	5.0 / 10	5.3 / 11	5.2 / 11
	NBC 5.9 / 12			NBC MOVIE OF THE WEEK—OPPOSITES ATTRACT (67) [6.3 / 13] 5.7 / 12	5.8 / 12	6.8 / 14	7.0 / 14	MIDNIGHT CALLER (79) [5.2 / 11] 5.3 / 11	5.2/ 11
	FOX 4.3 / 9			AMERICA'S MOST (71) [5.9 / 13] WANTED 5.7 / 12	6.2 / 13	ALIEN NATION (91) [2.6 / 5] 2.6 / 5	2.6 / 5		
SATURDAY 7/27	ABC 6.0 / 13			YOUNG RIDERS (79) [5.2 / 12] 4.9 / 12	5.5 / 13	ABC SATURDAY NIGHT MOVIE—PROUD MEN (65) [6.4 / 13] 5.4 / 12	5.7 / 12	6.8 / 14	7.6 / 16
	CBS 5.5 / 12			CBS SATURDAY MOVIE—THE BIG EASY (77) [5.4 / 12] 4.9 / 12	4.8 / 11	5.7 / 12	6.2 / 13	BAGDAD (77) CAFE 5.4 / 11	BAGDAD (68) CAFE 6.2 / 13
	NBC 9.3 / 21			AMEN (59) [7.1 / 17] 6.2 / 15	7.9 / 18	GOLDEN (10) GIRLS 12.1 / 26	EMPTY (3) NEST 13.3 / 27	DEAR (33) JOHN 9.9 / 21	LATER BOB (63) COSTAS 6.5 / 14
	FOX 5.1 / 12			COPS (75) 5.6 / 14	COPS 2 (65) 6.4 / 15	TLY. HID. (82) VIDEO 5.1 / 11	BABES (89) 3.4 / 7		
SUNDAY 6/28	ABC 9.6 / 19	LIFE GOES ON (63) [6.5 / 15] 5.8 / 13	7.2 / 16	AMR. FUN (22) VIDEO 11.2 / 22	AMR. FUN (11) PLP. 12.0 / 23	ABC SUNDAY NIGHT MOVIE—ELVIS AND ME PT1 (32) [10.2 / 19] 9.1 / 17	10.0 / 18	10.8 / 19	11.0 / 20
	CBS 11.3 / 22	60 MINUTES (5) [13.0 / 29] 11.9 / 27	14.1 / 31	MURDER SHE WROTE(14) [11.6 / 23] 11.1 / 22	12.0 / 23	CBS SUNDAY NIGHT MOVIE—ANGEL OF DEATH (31) [10.3 / 19] 10.1 / 18	10.2 / 18	10.4 / 19	10.4 / 19
	NBC 5.9 / 12	JULIE (90) BRWN 2.8 / 6	LOOK- (92) WELL 2.3 / 5	EXPOSE (88) 4.4 / 9	REAL LIFE (72) 5.8 / 11	NBC SUNDAY NIGHT MOVIE—CAST THE FIRST STONE (34) [8.0 / 15] 7.1 / 13	7.6 / 13	8.4 / 15	8.9 / 17
	FOX 7.0 / 14	TLY. HID.(85) VIDEO 4.9/ 11	P. LEWIS (85) 4.9 / 11	IN LIVING (57) COLOR 7.6 / 15	GET A LIFE (74) 5.7 / 11	MRD. WITH (26) CHILD. 10.7 / 20	AMW LADY (39) KILLER 9.3 / 17	SUNDAY COMICS (62) [6.6 / 12] 6.9 / 13	6.3 / 12

WEEKLY PRIME TIME AVERAGE	ABC 8.9 / 17	CBS 8.6 / 17	NBC 8.6 / 17	FOX 6.3 / 12
SEASON PRIME TIME AVERAGE	ABC 11.5 / 20	CBS 11.5 / 20	NBC 11.8 / 20	FOX 6.2 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE -HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above

WTVF(TV) Nashville □ Sold by H&C Communications Inc. to Landmark Television Inc. for $46 million cash, including $5 million, five-year noncompete covenant. **Seller** is headed by James Crowther and is licensee of KVOA-TV Tucson, Ariz.; WESH(TV) Daytona Beach, Fla.; KCCI-TV Des Moines, Iowa; KPRC-AM-TV Houston, and KSAT-TV San Antonio. **Buyer** is headed by Frank Batten and John O. Wynne and also owns WTAR(AM)-WLTY(FM) Norfolk, Va., and KLAS-TV Las Vegas. Landmark also owns The Weather Channel and publishes daily newspapers. WTVF is CBS affiliate on ch. 5 with 100 kw visual, 10 kw aural and antenna 1,394 feet above average terrain.

KRMX-FM San Diego □ Sold by Sandusky Radio of Southern California Inc. to San Diego Broadcasting Co. for $10.1 million. Terms: $5 million cash at closing, $500,000 earnest money deposit and $4.6 million note. Station was purchased in 1985 for approximately $9.67 million. **Seller** is headed by Norman Rau and also owns KEGL(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), Ariz., and KLSY-FM Bellevue (Seattle-Tacoma), Wash., and is subsidiary of Sandusky Newspapers Inc., publisher of four midwestern newspapers. **Buyer** is headed by Tim Sullivan and is subsidiary of Anaheim Broadcasting Corp., which owns KHQT(FM) Los Altos and KCAL-FM Redlands, both California. KRMX-FM has adult contemporary format on 94.9 mhz with 21.8 kw and antenna 710 feet above average terrain. *Broker: Ray Stanfield & Associates.*

KVVA-AM-FM Phoenix-Apache Junction, Ariz. □ Sold by Betacom Inc. to American Broadcasting Systems Inc. for $6.9 million; seller will receive payment in form of buyer's stock. **Seller** is headed by F. Patrick Nugent, Deward J. Knight, Scott Burton and Robert Feinman and has no other broadcast interests. **Buyer** is headed by Ronald L. Shaffer and owns Steamboat Springs Broadcasting Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KVVA is fulltimer with Spanish format on 860 khz with 1 kw. KVVA-FM has Spanish format on 107.1 mhz with 2.5 kw and antenna 405 feet above average terrain.

KUPI-AM-FM Ammon-Idaho Falls, Idaho □ Sold by KUPI Broadcasting Inc. to Ray E. Groth Oil Co. Inc. for $1.3 million cash. **Seller** is headed by George C. Hatch, and has interests in KALL(AM)-KLCY-FM and KUTV(TV), both Salt Lake City; KVEL(AM)-KUIN(FM) Vernal, Utah, and CP for KUSG(TV) St. George, Utah. **Buyer** is headed by Ray E. Groth and sons Michael, Terry, Ray and Richard, and has no other broadcast interests. KUPI has oldies format on 980 khz with 5 kw day and 1 kw night. KUPI-FM has country format on 99.1 mhz with 100 kw and antenna 1,513 feet above average terrain.

WGGA-AM-FM Gainesville-Cleveland, Ga. □ Sold by Gainesville Bank & Trust Co. to Allied Media of Georgia Inc. for $1.15 million in interest-bearing note. Station was recently purchased out of receivership ("For the Record," May 27). **Seller** is headed by Richard A. Hunt Jr. Bennie Hewett, stockholder and director of Gainesville Bank and Trust, owns WHOD-AM-FM Jackson, Ala., and WHFE(AM) Lakeland and WLBA(AM) Gainesville, both Georgia, and 75% of WNGA(AM) Nashville, Ga. **Buyer** is headed by Jeffrey J. Brown, and is subsidiary of Allied Media Inc., which owns WIGO(AM) Atlanta and WEBB(AM) Baltimore. WGGA is fulltimer with adult contemporary format on 1240 khz with 1 kw. WGGA-FM has top-40 format on 101.9 mhz with 6 kw and antenna 410 feet above average terrain.

KLDZ(FM) Lincoln, Neb. □ Sold by Kempff Communications Co. to Radio Lincoln Inc. for $1.1 million. **Seller** is headed by Ron Kempff and also owns WKKI(FM) Celina, Ohio. **Buyer** is headed by Sue Ellen Bereman and sold WPAD(AM)-WDDJ(FM) Paducah, Ky., last year ("Changing Hands," Dec. 24, 1990). KLDZ has oldies format on 95.1 mhz with 50 kw and antenna 287 feet above average terrain. *Broker: Media Services Group Inc.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$974,385** □ **10**
FM's □ **$11,220,000** □ **3**
AM-FM's □ **$10,142,000** □ **6**
TV's □ **$46,000,000** □ **1**
Total □ **$68,336,385** □ **20**

Year to Date:
AM's □ **$55,013,920** □ **162**
FM's □ **$129,717,755** □ **155**
AM-FM's □ **$154,672,587** □ **115**
TV's □ **$724,549,000** □ **51**
Total □ **$1,063,953,262** □ **483**

For 1990 total see Jan. 7, 1991 BROADCASTING.

SOLD!

A minority stock interest in WSUV-FM, Ft. Myers Villas, Florida from Sunshine Broadcasting, Inc., Jerry Bellairs, Principal to Miracle Broadcasting, Inc., Ronald Gold, Principal.

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FCC USER FEE FUNDING REVIVED IN HOUSE

Energy and Commerce plan would raise $65 million from licensees

The House Energy and Commerce Committee breathed new life into the Bush administration's proposal to fund the FCC through user fees assessed on the commission's licensees. The House FCC authorization bill authorizes $133.5 million in FCC funding for 1992 with $65 million of that total to be collected through user fees. (TV and radio broadcasters' fee payments would total about $4 million. Cable operators' share would be about $9.35 million.)

In mid-July, the administration fee proposal seemed doomed, at least for fiscal year 1992, with its rejection by the Senate Appropriations Committee and with time running out in the House (BROADCASTING, July 22). But pro- and anti-fee congressmen in the Energy and Commerce Committee agreed last Tuesday (July 30) to a revised version of the fee schedule.

"I think all of us were surprised that the bill moved as quickly as it did," said NAB President Eddie Fritts. "The period of time from when it was first presented to when it was passed was probably a record for the House."

Assuming passage of the FCC authorization bill by the full House, the user fee issue will be taken up in joint conference this fall. Communications lobbyists are now focusing on the Senate to solidify opposition to the fees. They are paying special attention to the Finance Committee, which oversees tax bills. Fee opponents hope to rekindle a jurisdicational debate over the legal definitions of "fee" and "tax," an argument that appears to have been settled in the House.

The fee issue has not been closely considered by most senators, Hill staffers say. Senator Ernest Hollings (D-S.C.), chairman of the Commerce, Science and Transportation Committee and of the subcommittee overseeing FCC appropriations, has stated his opposition to the fees, but other senators have not given opinions.

PROPOSED ANNUAL MASS MEDIA BUREAU USER FEES

Category	*No. of users*	*Subcom fee schedule**	*Revised fee schedule†*	*Revised revenue est*
AM (Class-II daytime)	835	$150	$100	$83,500
AM (Class-III daytime)	491	$100	$100	$49,100
AM (Class-I fulltime)	77	$500	$500	$38,500
AM (Class-II fulltime)	773	$300	$100	$77,300
AM (Class-III fulltime)	1,742	$200	$100	$174,200
AM (Class-IV fulltime)	1,017	$100	$100	$101,700
TOTAL AM				$524,300
FM (C, C1, C2 and B)	2,206	$500	$500	$1,103,000
FM (A, B1, C3 and D)	2,262	$300	$100	$226,200
TOTAL FM				$1,329,200
TV (UHF)	554	$2,000	$2,000	$1,108,000
TV (VHF)	554	$2,000	$2,000	$1,108,000
TOTAL TV				$2,216,000
CARS	2,165	$150	$150	$324,750
CATV (per 1,000 subs)	51,600,000	—	$175	$9,030,000
TOTAL CABLE				$9,354,750
LPTV, trnsltrs, bstrs	7,721	$100	$100	$772,100
Auxiliaries	50,000	$100	$100	$5,000,000
International shortwave	19	$100	$100	$1,900
TOTAL MASS MEDIA BUREAU				$19,198,250

User total estimates provided by FCC.
***Fees proposed by House Telecommunications Subcommittee.**
†Fees passed by House Energy and Commerce Committee.

The fee schedule approved last week softened the burden broadcasters and cable operators would have been subject to under a fee schedule approved five days earlier by the House Telecommunications Subcommittee (BROADCASTING, July 29). Objections by several subcommittee members, led by ranking minority member Matthew Rinaldo (R-N.J.) led to a revised schedule with reduced fees for most AM and FM stations and a per-francise payment formula for cable operators rather than a per-subscriber formula (see chart, this page).

Broadcast and cable lobbyists last week maintained their opposition to the user-fee plan. "We deeply appreciate Representative Rinaldo's efforts to make this a less burdensome bill, especially for small radio broadcasters," Fritts said. "Our fundamental concerns about the bill remain unchanged, however. It's a tax unrelated to services provided and it's a double hit, since broadcasters already pay their share of a substantial cost of the regulation fee."

The National Cable Television Association and Community Antenna Television Association (CATA) argued a similar case. "The movement to per-subscriber is a step in the right direction. It is preferable for small systems and big companies with lots of small systems," said Jim Ewalt, executive vice president, CATA. "But we're still opposed to the concept of shouldering so much of the burden when we get so little in return. The cable industry is paying $800 million a year in license fees—we are already paying to support government regulation."

Energy and Commerce Committee Chairman John Dingell (D-Mich.) has been a main force behind the fee plan. Soon after the administration proposed the user fees, Dingell directed the Commerce Committee staff to begin working with the Ways and Means Committee (the House committee with jurisdiction over tax bills) to fashion a fee schedule that could not be considered a tax. With Dingell's support and without opposition from Ways and Means, the FCC authorization bill is expected to pass the House unchanged.

The fee schedule passed by the Telecommunications Subcommittee was almost identical to the plan unveiled by the administration last winter (BROADCASTING, March 4). Rinaldo and others opposed it because the payment-for-service connection was not well defined. House rules define a fee as a payment "by a class benefiting from the service, program or activity, or being regulated by the agency.... There must be a reasonable connection between the payers and the agency or function receiving the fee." Rinaldo also said he objected to a bill provision to deposit excess fee payments in the general fund of the U.S. Treasury.

The new fee plan "has been adjusted to bring the estimated fee revenue in line with the budget allocation for each of the FCC bureaus. This adjustment gives me greater confidence that there is a true nexus between the service that is being provided by the FCC and the amount that is being imposed," Rinaldo said last week. The new bill also applies excess fees to expenditures for the following year rather than depositing them in the general fund.

Most Energy and Commerce Committee members agreed on the importance of full funding for the FCC. "As we enter an unprecedented period in the evolution of America's telecommunications industries, the role of the FCC is critical to promoting a competitive marketplace, providing timely development of efficient, innovative communications facilities and services," said Telecommunications Subcommittee Chairman Edward Markey (D-Mass.). -RMS

CATA SEEKS CHANGE IN EFFECTIVE COMPETITION

Association wants to revise cutoff so smaller systems will be exempt

The Community Antenna Television Association plans to ask the FCC to revamp its new "effective competition" rules to exempt small rural cable systems from municipal rate regulation, CATA Executive Vice President Jim Ewalt said last week.

"The more the government regulates small systems, the more it defeats the entrepreneurship that built the industry," Ewalt said. "Some of these guys are having a difficult enough time as it is."

Elise Adde, vice president, industry communications, National Cable Television Association, said the leading cable trade association has "no plans at this time" to petition the commission for changes in the rules.

However, individual cable operators and investors may join CATA in attacking the rules or parts of them.

Groups representing the nation's municipalities, which decried the rules when they were adopted last as inadequate to stem the tide of raising cable rates in most of the country, are still deciding whether to petition the FCC to make the "effective competition" standard harder to meet, thereby putting more cable system within the reach of municipal regulators.

The FCC rules exempt from municipal rate regulation cable systems in markets with what the agency has deemed "effective competition": six or more broadcast signals or another "multichannel video provider" passing 50% of the homes and serving 10% of the homes passed.

The rules expose to local regulation many small rural systems, Ewalt said. And in many cases such systems lack the administrative resources to go through involved proceedings before city councils each time they want a rate hike, he said.

CATA had asked for the small system exemption prior to adoption of the rules, but the commissioners rejected the idea on the grounds the FCC may not have the necessary legal authority to exempt a class of systems. "We will have to provide them with some legal support," said Ewalt.

Any attempt to water down the "effective competition" rules is unlikely to do the cable industry any good among cable's critics on Capitol Hill, who already view the rules as too lenient.

"I don't know how [Congress is] going to respond," said Ewalt when asked about congressional implications. "But this is a legitimate problem."

Should the FCC decline to act on its petition for reconsideration, Ewalt said, CATA is unlikely to pursue the matter in court. "We don't have a court appeal in mind right now," he said.

CATA may not be alone in asking the FCC to review the rules. Richard Leghorn, a cable investor and former owner and operator of a cable system, is considering challenging the rules in their entirety on First Amendment grounds, according to his Washington communications attorney George Shapiro.

In its implementing order, the FCC dismissed the First Amendment argument raised by CATA. "[T]he Supreme Court has consistently held that regulation specifically crafted to attain a substantial government interest, and content neutral both on its face and in application does not violate the First Amendment," the order says.

Like CATA, individual cable operators are considering asking the FCC for specific changes. "There is some interest in fine-tuning the rules," said John Davis, a Washington attorney represent-

EXCEPTION TO NEW RULE

John Blair Communications Chairman James Rosenfield wrote a letter to the FCC July 22 requesting a waiver of the prime time access rule for the weekly syndication magazine it distributes (through Blair Entertainment), *Studio 22*, which is produced by the CBS-owned station group. The waiver request followed a similar appeal filed by LBS in connection with an NBC News-produced syndication show, *Memories...Then and Now* (BROADCASTING, July 22).

Rosenfield's letter was in response to a new FCC interpretation of PTAR that defines network shows as including those produced by a network and not just exhibited by it. Rosenfield said the commission released the new definition well after Blair began selling the show to stations for access clearance, the most valuable syndication daypart. The absence of a waiver would have a "devastating effect on Blair's investment in this show," said Rosenfield. "Blair does not believe that the FCC intended its new policy to have such a serious impact on existing programs," he added.

Glenn H. Wright (20%), son and father, and Carol A. Wright, wife of G. Harold Wright. G. Harold Wright is president and GM and holds 33.3% interest in Anadarko Broadcasting Company Inc., licensee of KRPT-AM-FM Anadarko, OK. Action July 17.

■ **KUTF(TV) Salem, OR** (BALCT910523KI; ch. 32; 3,577 kw-V; 358 kw-A; ant. 1,786 ft.)—Granted assignment of license from Willamette Valley Broadcasting Co. Ltd. to Communications Programing Agency Inc. for $800,000 ("Changing Hands," June 10). **Seller** is headed by Steve W. McGee, Jerry E. O'Neill, Bedros Dahglian, Charles W. Jordan, Gordan Thiessen and Dove Broadcasting Corp., and has no other broadcast interests. **Buyer** is headed by Glen A. and Beverly Chambers (each 40%), husband and wife, and Ronna Scott (20%), and has no other broadcast interests. Action July 17.

■ **WWCS(AM) Canonsburg (Pittsburgh), PA** (BAL910506EC; 540 khz; 7.5 kw-D, 500 w-N)—Granted assignment of license from Waro Broadcasting Inc. to WKYN Inc. for $750,000 ("Changing Hands," May 13). **Seller** is subsidiary of Universal Broadcasting Co., headed by Marvin B. Kosofsky and Howard Warshaw. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. Warshaw is partner with wife Miriam and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, NC. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHE(AM) Mineola, NY; WNDZ(AM) Portage, IN and WVVX(FM) Highland Park (Chicago), IL; WCBW(FM) Columbia, IL (St. Louis), and KPPC(AM) Pasadena, Calif. **Buyer** is headed by Robert M. Stevens, and also owns WKYN(FM) St. Marys, PA. Action July 22.

■ **WJOT(AM) Lake City, SC** (BAPL910610EB; 1260 khz; 1 kw-D, 65 w-N)—Granted assignment of CP from Wiggins Broadcasting to Holly City Communications Inc. for $75,000. **Seller** is headed by John H. Wiggins, and is licensee of WULF(AM)-WKXH(FM) Alma, GA; WWFN(FM) Florence, SC; WKZF(FM) New Bern, NC, and has application pending for CP at Centerville, TN. **Buyer** is headed by June F. Mitchell (51%) and John B. Mitchell (49%), and has no other broadcast interests. Action July 22.

■ **WRKQ(AM) Madisonville, TN** (BAL900328EB; 1250 khz; 500 w-D, 86 w-N)—Dismissed app. of assignment of license from East Tennessee Broadcasters to Victory Broadcasting Corp. for $15,000. **Seller** is headed by Sidney R. and Mary S. Kean, husband and wife, and has no other broadcast interests. **Buyer** is headed by John W. Abbott and Gay W. Howell, and has no other broadcast interests. Action July 23.

■ **WTYR(AM) Soddy-Daisy, TN** (BAL910603EB, 1550 khz; 1 kw-D)—Granted assignment of license from C. Alfred Dick to Greater 2nd Missionary Baptist Church for $150,000. **Seller** is head of licensee WCHU Radio, and has no other broadcast interests. **Buyer** is headed by Anthony E. Ray, and has no other broadcast interests. Action July 19.

■ **KMVL(AM) Madisonville, TX** (BAL910531EA; 1220 khz; 500 w-D, 12 w-N)—Granted assignment of license from William F. Carter to Leon Hunt for $80,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Action July 17.

■ **KDOK(AM) Tyler, TX** (BAL910605EC; 1330 khz; 1 kw-D)—Granted assignment of license from Radio Center Inc., debtor-in-possession, to Gleiser Communications Inc. for $65,000. **Seller** has no other broadcast interests. **Buyer** is headed by Paul L. Gleiser, who is sale consultant and manager of KTEN(TV) Ada, OK. Action July 19.

■ **WKZZ(FM) Lynchburg, VA** (BALH910531GL; 100.1 mhz; 730 w; ant. 646 ft.)—Granted assignment of license from Lynchburg Independent Broadcasters Inc. to CEBE Investments Inc. for $450,000. **Seller** is subsidiary of Bahakel Communications Ltd., owned by Cy N. Bahakel, and licensee of co-owned WWOD(AM) Lynchburg, VA, and also WCCB(TV) Charleston, WOLO-TV Columbia and WXLY(FM) North Charleston, all South Carolina; KXEL(AM)-KOKZ(FM) Waterloo, IA; WBAK-TV Terre Haute, IN; KILO(FM) Colorado Springs, CO; WABG-AM-TV Greenwood, MS; WLBJ(AM)-WCBZ(FM) Bowling Green, KY; WDOD-AM-FM Chatanooga, WKIN(AM)-WZXY(FM) Kingsport and WBBJ-TV Jackson, all Tennessee; WRSP-TV Springfield and WCCU(TV) Urbana, both Illinois; WAKA(TV) Selma, AL, and WPET(AM)-WKSI(FM) Greensboro, NC. **Buyer** is headed by Aylett B. Coleman (100%) and is licensee of WXLK(FM) Roanoke, VA. Coleman is also 100% stockholder of WJQI Inc., licensee of WJQI-AM-FM Chesapeake-Virginia Beach, VA. Action July 17.

■ **WHTL(FM) Whitehall, WI** (BTCH910206HF; 102.3 mhz; 3 kw; ant. 450 ft.)—Dismissed app. of transfer of control from Amercom Corp. to Country Sound Inc. for $175,000 in asset purchase agreement. **Seller** is headed by Richard L. Hencley, Willis K. Drake, Ronald D. Olson and Tom Cossack, and has no other broadcast interests. **Buyer** is headed by Robert J. Kraemer (50%) and Dianne L. Kraemer (50%), husband and wife, and has no other broadcast interests. Action July 18.

NEW STATIONS

Applications

■ **Prescott Valley, AZ** (BPH910628MA)—Mic Rathje seeks 98.3 mhz; .875 kw; ant. 770 m. Address: 6745 N. Chapultepec Circle, Tucson, AZ 85715. Principal has no other broadcast interests. Filed June 28.

■ **Prescott Valley, AZ** (BPH910701MD)—Oasis International Communications seeks 98.3 mhz; 50 kw; ant. [illegible] m. Address: 5331 Mount Alifan Dr., San Diego, CA 9[illegible]111. Principal is headed by Michael MacIntosh, and is non-stock, non-profit corporation, and is parent of Oasis International Communications, licensee of KWDS(AM) Prescott Valley, AZ. Filed July 1.

■ **Beaumont, CA** (BPH910703MJ)—Lauryn Broadcasting Corp. seeks 100.9 mhz; 1.05 kw; ant. 165 m. Address: 137 S. San Fernando Blvd. #433, Burbank, CA 91502. Principal is headed by Lauryn N. Cox, and has no other broadcast interests. Filed July 3.

■ **Beaumont, CA** (BPH910702MC)—Chasid Company seeks 100.9 mhz; .825 kw; ant. 174 m. Address: 711 Xenia St. Apt. 27, Beaumont, CA 92223. Principal is headed by Charles Hobbie and Sidney R. Garris, and has no other broadcast interests. Filed July 2.

■ **Beaumont, CA** (BPH910703IC)—Robert M. Richmond seeks 100.9 mhz; .7 kw; ant. 168 m. Address: 3941 Nassau Circle W., Englewood, CO 80110. Richmond is sole owner of Eureka Investment Corp., 49% owner of Eureka Christian Broadcasting Inc., permittee of KECU(FM) Eureka, CA. Richmond will divest his

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	**4,988**	**239**	**5,227**
Commercial FM	**4,470**	**984**	**5,454**
Educational FM	**1,466**	**294**	**1,760**
Total Radio	**10,924**	**1,517**	**12,441**
Commercial VHF TV	**555**	**18**	**573**
Commercial UHF TV	**569**	**171**	**740**
Educational VHF TV	**124**	**3**	**127**
Educational UHF TV	**231**	**12**	**243**
■ Total TV	**1,479**	**204**	**1,683**
VHF LPTV	**206**	**163**	**369**
UHF LPTV	**689**	**863**	**1,552**
■ Total LPTV	**895**	**1,026**	**1,921**
FM translators	**1,861**	**350**	**2,211**
VHF translators	**2,706**	**83**	**2,789**
UHF translators	**2,318**	**326**	**2,644**

CABLE

Total subscribers	**53,900,000**
Homes passed	**71,300,000**
Total systems	**10,823**
Household penetration†	**58.6%**
Pay cable penetration	**29.2%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Aug 12

Reaching over 117,000 readers every week
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TELEVISION/34
CPT raises 'Ruckus' in Atlantic City; night owls get syndicated roost

RADIO/42
FM's boost their community image with sports play-by-play

WASHINGTON/47
MPAA, INTV oppose KCRA bid to move 'Tonight' to prime time

SPECIAL REPORT/38
Football rights hit $1 billion; new player in college football syndication

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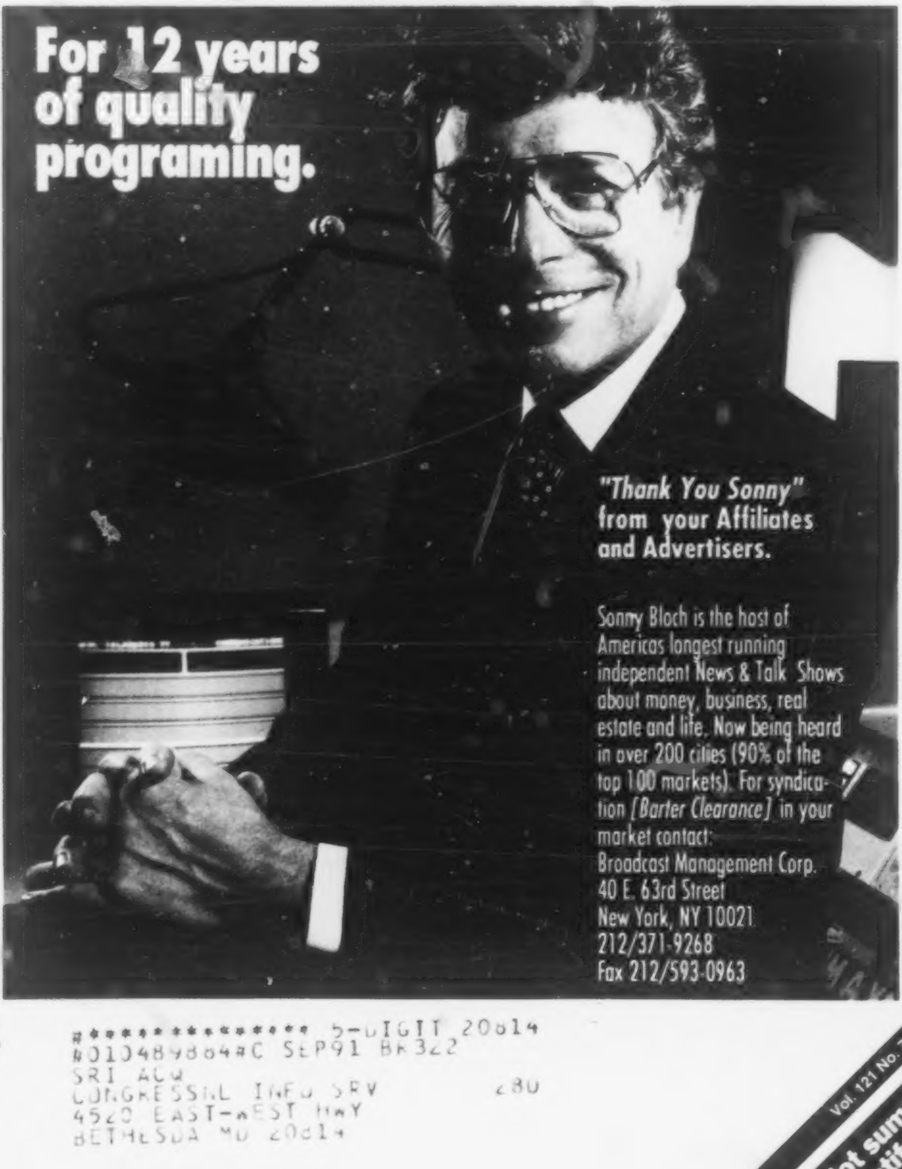

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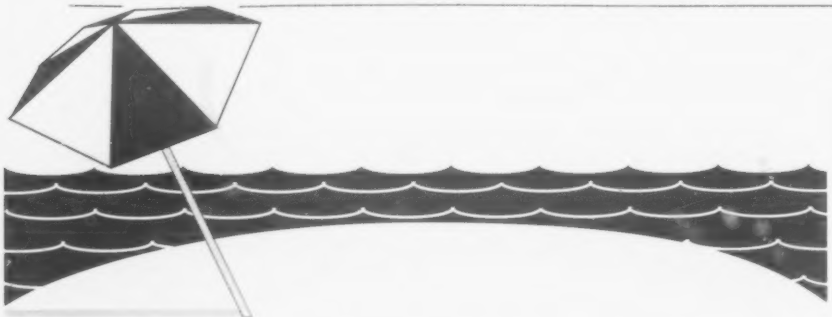
Vol. 121 No. 7 $2.50

Hot summer numbers justify Fox strategy

Channel compression: Boon or bane for advertising

Broadcasting Aug12

THIS WEEK



Fox and CBS beat the summer doldrums by programing ratings-winning original shows (page 23).

23 / FOX GUARDS THE RATINGS HOUSE

Fox and, to a smaller extent, CBS have turned a modicum of original programing into summer ratings success: in the July sweeps, CBS was up 2% over last year, and Fox climbed 13%. *Beverly Hills, 90210*, which Fox debuted for the season in July, bested its November sweeps numbers by 200%. Combined with *The Simpsons*, the high ratings for *90210* helped Fox take second place for Thursday nights in July.

25 / COMPRESSION: BOOST TO AD REVENUE?

If signal compression leads to a boom in cable channels, can increased advertising revenue be far behind? Perhaps so: agency representatives are not sure how many ad dollars are out there to support new services, and say budgets are not likely to grow as fast as channels. Drawing on past experience, programers may bank on the highly targeted—and highly desirable—demographics of their narrowcast audiences, and sweeten the deal by packaging similar services into a single buy.

27 / FTC COMPLAINT AGAINST FOOTBALL DEAL DISMISSED

An administrative law judge last week dismissed a Federal Trade Commission complaint against Capcities/ABC and the College Football Association, on the grounds that the FTC lacks jurisdiction over their $300-million football package because of CFA's nonprofit status. However, the FTC might proceed against Capcities alone for what it considers illegal constraint of competition.

27 / REVENUES DOWN FOR BIG THREE

Advertising revenues at ABC, NBC and CBS declined for the third consecutive quarter, dropping slightly more than 3% to $3.7 billion. It could have been worse: upfront sales during last year's healthier market helped boost this quarter's revenues.

28 / WHAT'S GOOD FOR TIME WARNER...

Sony, Carolco and Fox are reportedly considering following Time Warner's move of deleveraging through issuing equity or long-term debt. Time Warner concluded a $2.8 billion deal last week, but financial analysts wonder whether the same arrangement will work for the other highly leveraged studios. Sony is reported to be looking for $2-$3 billion in the securities markets.

29 / PRODUCERS WEIGH IN ON FIN-SYN

The Program Producers and Distributors Committee last week urged the FCC to keep intact its bar on the networks' entry into the syndication business. Last month, CBS and NBC petitioned the agency to ease the restrictions, but the committee argued that the networks, once cut loose, would dominate the market.

30 / NEWTON TAKES CASE TO HIGH COURT

Entertainer Wayne Newton, whose $5.3-million libel award from NBC News was overturned by a federal appeals court last year, has asked the U.S. Supreme Court to hear his case. The suit stems from a 1980 story linking the singer to organized crime. Newton's filing attacks the "independent review," conducted by appellate judges, of the jury's finding of malice, and argues that such review renders trial by jury "little more than a necessary hurdle en route to the 'real' trial by judges."

34 / RUCKUS AT CPT

Columbia Pictures Television returns to first-run syndication next month with *Ruckus*, a comedy game show hosted by comedian Jonathon Szeles. Contestants on *Ruckus*, a comic cousin of *Let's Make a Deal*, answer trivia questions and perform goofy stunts to win prizes. CPT has been tight-lipped about the show, perhaps hoping that heightened anticipation will boost its fortunes against tough competition.

35 / NEW LIFE OVERNIGHT

Hoping to reach the 12 million people who watch overnight TV, and to woo viewers back to broadcast from cable, producer David Sams and partners plan to launch Overnight Network Television (OTV) in December. Sales for the seven-day-a week, three-hour syndicated package have begun, with promoters saying they expect a 3.5-4 cume

TV
OVERNIGHT TELEVISION

Night-owl package set for December launch (page 35).

rating. Segments of the satellite-delivered service will include an astrological dating service and a "what's hot" show called *The Boys Club*.

36 / CBS, THE WRITER'S FRIEND

After years of being the network of last resort for writers and producers, "CBS is clearly the most attractive place to go shopping," says one studio executive. The network admits that its long tenure as ratings winner in the 1970's and early '80s made it feel as if it had the programing acumen monopoly. Now, after recent management changes, it is eagerly seeking outside input.

Rights fees for football hit $1 billion (page 38).

38 / SPECIAL REPORT: FOOTBALL

Broadcast and cable are pumping up their investments in football rights this season, but the soft advertising climate threatens their efforts to recoup the costs. Safe bets to at least break even are *Monday Night Football* on ABC and NBC's Notre Dame package; their strong schedules will make it tough to sell inventory for other games (page 38). The launch of the Big East Television Network, the Big East Conference's new system for distribution, signals the growing strength of syndication (page 40).

42 / SPORTS IS MUSIC TO THEIR EARS

At least four major-market FM's have moved into some traditional AM territory: play-by-play sports. Stations are finding that sports broadcasts bring in new audiences and create an identity for the station with the team. Football, with only four preseason and 16 regular season games, works well for broadcasters, who can air the matches during the usually slow Sunday ratings time.

44 / CABLEVISION'S VISION FOR THE '90S

As other cable programers talk of expanding their niches and filling new channels, Cablevision Systems is "putting its house in order," says Sharon Patrick, president of Rainbow, the Cablevision-managed umbrella company for American Movie Classics, Bravo, and several regional sports networks. Exclusive long-term contracts, Patrick hopes, will strengthen AMC and the sports networks against competition and help keep costs stable through the end of the decade.

46 / MORE BASIC

Executives from Discovery, C-SPAN, BET and Home Team Sports told a Washington forum they're ready to exploit the channel-expanding benefits of compression technology. C-SPAN, for example, which covers four or five events each day simultaneously, could air each one live on a separate channel.

47 / OBJECTIONS TO PRIME TIME SHIFT

The Motion Picture Association of America and others weighed in with opposing comments to NBC-affiliate KCRA-TV's plan to shift prime time to 7 p.m. and the *Tonight Show* to 10:35. At issue are prime time access rules that limit network entertainment programing to three hours between 7 and 11 p.m. Said one complainant, the time shift "is a private matter between an affiliate and its network," but the early *Tonight* start would represent a chipping away of the access rules "piece by piece."

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48 / STATIC OVER OWNERSHIP

The cure for what ails radio, according to the National Association of Broadcasters, is a change in rules that will allow more consolidation. Raising the limits on multiple ownership, however, "would reduce opportunities for increased minority ownership," the National Association of Black-Owned Broadcasters said.

50 / NO MOBILE DAB AT NAB

Proponents of in-band digital audio broadcasting, working to line up support for the technology and to find investors, have decided not to conduct a mobile demonstration at the National Association of Broadcasters Radio '91 show next month. Instead, they plan to work on their respective systems until the first half of next year.

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Broadcasting

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 7/29	ABC 10.3 / 18			MACGYVER (41) [8.7 / 16] 8.3 / 16	9.1 / 17	ABC MONDAY NIGHT MOVIE—ELVIS & ME, PT. 2 (11) [11.1 / 19] 9.7 / 17	10.6 / 18	12.0 / 21	12.2 / 22
	CBS 11.5 / 20			EVENING (25) SHADE 10.0 / 19	MAJOR (19) DAD 10.4 / 19	MURPHY (6) BROWN 12.4 / 22	DESIGNING (4) WMN. 12.7 / 21	NORTH. EXPOSURE (9) [11.6 / 20] 11.8 / 20	11.4 / 20
	NBC 10.9 / 19			FRESH (17) PRINCE 10.5 / 20	A DIFFNT. (14) WORLD 10.7 /20	NBC MONDAY NIGHT MOVIE—STRANGE VOICES (12) [11.0 / 19] 10.6 / 18	10.5 / 18	11.3 / 19	11.7 / 21
TUESDAY 7/30	ABC 10.3 / 19			WHO'S THE (19) BOSS 10.4 / 20	DAVIS (28) RULES 9.8 / 18	ROSEANNE (1) 14.6 / 26	COACH (3) 13.2 / 23	THIRTYSOMETHING (58) [7.0 / 13] 7.5 / 14	6.5 / 13
	CBS 9.7 / 18			RESCUE 911 (16) [10.6 / 20] 9.9 / 19	11.2 / 21	CBS TUESDAY NIGHT MOVIE—DONOR (38) [9.2 / 17] 8.3 / 15	8.6 / 15	9.9 / 18	10.3 / 20
	NBC 9.7 / 18			MATLOCK (35) [9.3 / 18] 8.9 / 17	9.7 / 18	HEAT OF NIGHT (14) [10.7 / 19] 10.3 / 18	11.1 / 19	LAW AND ORDER (38) [9.2 / 17] 9.4 / 17	8.9 / 17
WEDNESDAY 7/31	ABC 8.0 / 15			WONDER (47) YEARS 8.4 / 17	GROWING (33) PAINS 9.5 / 19	DOOGIE (32) M.D. 9.6 / 18	MAN IN (56) FAMILY 7.1 / 13	DEADLINE (62) [6.7 / 13] 6.3 / 12	7.0 / 14
	CBS 8.3 / 16			POLICE (65) SQUAD 6.5 / 13	MORTON (78) HAYES 4.6 / 9	CIRCUS OF THE STARS (31) [9.7 / 18] 7.6 / 14	10.1 / 18	10.9 / 20	10.2 / 20
	NBC 9.9 / 19			UNSLVD. MYSTERIES (5) [12.6 / 25] 11.8 / 24	13.4 / 26	NIGHT (34) COURT 9.4 / 18	SEINFELD (50) 8.2 / 15	QUANTUM LEAP (48) [8.3/ 16] 8.2 / 15	8.4 / 16
THURSDAY 8/01	ABC 7.1 / 14			GABRIEL'S FIRE (76) [5.0 / 10] 5.2 / 11	4.8 / 10	FATHER DOWLING (67) [6.4 / 12] 5.8 / 11	7.0 / 13	PRIMETIME LIVE (25) [10.0 / 19] 9.4 / 18	10.6 / 21
	CBS 7.4 / 14			TOP COPS (41) [8.7 / 18] 8.1 / 17	9.2 / 19	TRIALS OF ROSIE (69) [6.2 / 11] O'NEILL 6.1 / 11	6.4 / 12	S. KING: GOLDEN YRS (55) [7.2 / 14] 7.3 / 14	7.2 / 14
	NBC 10.0 / 20			COSBY (25) 10.0 / 21	A DIFFNT. (23) WORLD 10.1 / 20	CHEERS (7) 12.3 / 23	WINGS (17) 10.5 / 19	L.A. LAW (45) [8.6 / 17] 8.5 / 16	8.7 / 17
	FOX 8.8 / 17			SIMPSONS (45) 8.6 / 18	TRUE (65) COLORS 6.5 / 13	BEVERLY HILLS 90210 (23) [10.1 / 19] 9.6 / 18	10.5 / 19		
FRIDAY 8/02	ABC 10.5 / 22			FULL (13) HOUSE 10.9 / 24	HOWIE & (28) ROSE 9.8 / 21	PERFECT (38) STRAN. 9.2 / 19	HI HON. I'M (41) HOME 8.7 / 18	20/20 (8) [12.2 / 25] 12.0 / 24	12.5 / 26
	CBS 5.3 / 11			VERDICT (77) 4.9 / 11	WHO'S SIDE(78) YOU ON 4.6 / 10	CBS FRIDAY MOVIE—SECRET LIFE OF ARCHIE'S WIFE (72) [5.5 / 11] 5.1 / 11	5.5 / 11	5.7 / 12	5.8 / 12
	NBC 6.2 / 13			NBC MOVIE OF WEEK—TAKE MY DAUGHTERS, PLEASE (63) [6.6 / 14] 5.3 / 12	6.1 / 13	7.2 / 15	7.7 / 16	MIDNIGHT CALLER (73) [5.4 / 11] 5.4 / 11	5.3/ 11
	FOX 4.9 / 10			AMERICA'S MOST (69) [6.2 / 14] WANTED 6.0 / 13	6.3 / 14	COMIC STRIP LIVE (84) [3.6 / 7] 3.6 / 8	3.6 / 7		
SATURDAY 8/03	ABC 6.2 / 13			ABC SATURDAY NIGHT MOVIE—BEST LITTLE WHOREHOUSE IN TEXAS (63) [6.6 / 14] 5.9 / 14	6.4 / 14	6.7 / 14	6.9 / 14	6.9 / 14	BIG (81) DEALS 4.0 / 9
	CBS 6.4 / 14			CBS SATURDAY MOVIE—N.Y.P.D. MOUNTED (71) [6.1 / 13] 5.2 / 12	5.8 / 13	6.4 / 13	7.0 / 14	OWL (60) [6.9 / 15] 6.6 / 14	7.2 / 16
	NBC 7.6 / 16			GOLDEN (53) GIRLS 7.4 / 17	DOWN (58) HOME 7.0 / 15	EMPTY (41) NEST 8.7 / 18	DEAR (48) JOHN 8.3 / 17	SISTERS (56) [7.1 / 15] 6.7 / 14	7.4 / 16
	FOX 4.3 / 9			COPS (75) [5.1 / 11] 5.0 / 11	5.2 / 11	TLY. HID. (82) VIDEO 3.9 / 8	BABES (86) 2.9 / 6		
SUNDAY 8/04	ABC 8.9 / 17	LIFE GOES ON (74) [5.3 / 12] 4.6 / 10	6.0 / 13	AMR. FUN (28) VIDEO 9.8 / 19	ABC SUNDAY NIGHT MOVIE—A VIEW TO A KILL (21) [10.2 / 19] 8.0 / 15	9.4 / 17	10.3 / 18	11.1 / 20	11.9 / 22
	CBS 11.0 / 21	60 MINUTES (2) [13.9 / 31] 13.5 / 31	14.4 / 31	MURDER SHE WROTE (10) [11.3 / 22] 10.8 / 21	11.8 / 22	CBS SUNDAY NIGHT MOVIE—GUNSMOKE II/LAST APACHE (35) [9.3 / 17] 9.2 / 16	9.4 / 16	9.4 / 17	9.2 / 17
	NBC 6.2 / 12	WHERE'S(85) RDNY 3.1 / 7	TURNER (86) HOOCH 2.9/ 6	1 PERSON M. SHRIVER (61) [6.8 / 13] 6.0 / 12	7.6 / 14	NBC SUNDAY NIGHT MOVIE—RAGE OF ANGELS STORY PT1 (51) [7.5 / 13] 7.1 / 13	7.3 / 13	8.0 / 14	7.6 / 14
	FOX 7.1 / 14	TLY. HID.(83) VIDEO 3.8 / 9	P. LEWIS (80) 4.4 / 9	IN LIVING (53) COLOR 7.4 / 15	GET A LIFE (67) 6.4 / 12	MRD. WITH (21) CHILD. 10.2 / 18	IN LIVING (35) COLOR 9.3 / 16	P. RODRIGUEZ B/BARS (51) [7.5 / 14] 8.0 / 14	7.0 / 13

WEEKLY PRIME TIME AVERAGE	ABC 8.8 / 17	CBS 8.6 / 17	NBC 8.5 / 17	FOX 6.4 / 13
SEASON PRIME TIME AVERAGE	ABC 11.4 / 20	CBS 11.4 / 20	NBC 11.7 / 20	FOX 6.2 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

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SPECIAL REPORT

FIRST DOWN AND $1 BILLION IN 4TH QUARTER

Networks face tough fall ad climate in which to recoup high costs of football rights

Football television contracts in the 1991-92 season will cost the networks about $1 billion in rights fees, including about $900 million for the National Football League and $100 million for various college football and World League of American Football deals, but tight fourth-quarter budgets among advertisers are likely to hinder the networks' efforts to recoup the costs.

Except for a few packages—notably ABC's *Monday Night Football* and NBC's Notre Dame debut—ad agency executives said network rightsholders this year will be lucky to break even on their expensive deals. More likely is a repeat of the 1990-91 season, when NFL losses for some networks were said to exceed $10 million.

"I think it's going to be long yardage for the whole fourth quarter," said Jerry Dominus, senior vice president, director of network negotiations, J. Walter Thompson. "Every property is going to be looking for money, and that's not going to make it easy for anybody" (BROADCASTING, Aug. 5).

The networks are said to have sold an average 60%-70% of their NFL inventory and about 50% of their college football inventory.

"The NFL market, to say the least, has been a disappointment this year," said Jack Bonnani, senior vice president, advertising sales, ESPN. He said while sales have picked up over the last two weeks and ESPN plans to eventually sell out its NFL inventory, football sales for all the networks have been affected by the late prime time upfront market and the glut of available September and October inventory. "The year has been a difficult one for everybody," said Bonnani. "It is a buyer's market."

The biggest network investor in football this season, ABC Sports, will spend about $290 million in rights fees, with approximately $225 million of that going to the second of a four-year NFL deal for *Monday Night Football*. Other rights expenses for ABC will include about $35 million for College Football Association games; $17 million for Big Ten and Pac 10 games, and about $12 million for its second season of the World League of American Football.

The Super Bowl—football's crown jewel. This season it belongs to CBS.

Among all the football contracts, agency executives are giving highest marks to ABC's *Monday Night Football* package. This season will feature a particularly strong lineup, and some agency executives said it could have an adverse effect on ratings for Sunday games in the CBS and NBC packages.

Last year, ABC Sports saw a 5% drop in the ratings for *Monday Night Football*, which averaged a 17.3. CBS Sports held steady with a 13.8 rating on its Sunday afternoon NFL games, and NBC Sports dropped about 5% to a 10.6. ESPN saw a 13% rise, to a 6.9 rating, and TNT scored a 4.7 in its first year of NFL coverage.

CBS Sports will spend about $265 million on the second year of its four-year deal with the NFL, presenting 17 weeks of National Football Conference games leading to the NFC wild card playoff, divisional playoffs and championship. The network also holds rights to Super Bowl XXVI, to be held Jan. 26, 1992.

Jay Rosenstein, vice president, programing, CBS Sports, said the network is looking forward to the cross-promotional opportunities in its unprecedented network sports line up of post-season baseball, NFC, Super Bowl, Winter Olympics and Final Four coverage. "It's an exciting six-month period for us," he said.

NFL TV rights will cost NBC Sports almost $190 million in the 1991-92 season, which begins with the Seattle Seahawks vs. New Orleans on Sept. 1. The deal includes the American Footbal Conference wild card playoff, divisional playoffs and championship. NBC will also present the first season of its aforementioned Notre Dame deal, to cost the network $30 million over five years.

The NBC-Notre Dame deal is one way in which the upcoming season will mark a dramatic change in the college football–television landscape. Another will be the harnessing by ABC Sports of all broadcast rights to CFA games in the first of a four-year, $175 million contract. The deal will give ABC exclusive rights to broadcast up to 35 CFA regular season and bowl games, beginning with the Miami-Arkansas match-up on Aug. 31. The deal precludes CBS Sports from airing any CFA games for the first time in several years.

Similarly, exclusive cable rights to CFA games this season will go to ESPN as part of a four-year, $125 million con-

WHAT THE NETWORKS PAY FOR FOOTBALL

Network	Package	Total Cost	Years	Ave. Cost Per Year
ABC-TV	NFL	$900M	90-93	$225M
	CFA	$175M	91-95	$35M
	BIG 10/PAC 10	$119M	90-96	$17M
	WLAF	$24M	91-92	$12M
CBS-TV	NFL	$1.06B	90-93	$265M
NBC-TV	NFL	$752M	90-93	$188M
	NOTRE DAME	$30M	91-95	$6M
ESPN	NFL	$445.5M	90-93	$111M
	CFA	$125M	91-95	$25M
TNT	NFL	$445.5M	90-93	$111M
WTBS	SEC	$4M	91	$4M
USA	WLAF	$18M	91-94	$4.5M

tract (both ABC and ESPN are owned by Capital Cities/ABC). The 48-game college football season on ESPN, including CFA, Big Ten and Pac 10 games, begins on Saturday, Aug. 31, with an East Carolina vs. Illinois game at 4 p.m. ET.

Turner Broadcasting will offer a dozen college football games through its contract with the Southeastern Conference, which will air on the WTBS superstation for the eighth consecutive year. A one-year extension of the conference deal lets Turner air the games this season in the usual Saturday 12:30 p.m. ET timeslot and the late afternoon slot (3:30 p.m. ET). The cable network will also televise the Gator Bowl from Jacksonville, Fla., on Dec. 29 and the Copper Bowl from Tempe, Ariz., on Dec. 31.

On the pro football side, Turner Network Television's NFL season includes three preseason and eight regular season games. Skip Caray and Pat Haden will provide play-by-play and analysis throughout the season, which begins its regular schedule with the Detroit Lions-Washington Redskins match-up on Sept. 1 at 8 p.m. ET.

ESPN, entering the second of a four-year, $445.5 million deal with the NFL, will begin its regular season pro coverage with an Oct. 27 match-up between the Washington Redskins and the New York Giants. The cable network's 1991 NFL regular season schedule of nine games will be the biggest package to date for ESPN, which will also air the AFC-NFC Pro Bowl from Honolulu on Feb. 2.

Questions remain about the NFL's pay-per-view plans. Commissioner Paul Tagliabue has mentioned an experiment to test pay per view in two markets in 1993. That plan would most likely include the PPV telecast of one or more games a month that would supplement an existing TV package.

Big questions surround the potential for the second season of the fledgling World League of American Football, which debuted last spring to disappointing ratings. ABC plans to telecast nine WLAF games in spring 1992 as it enters the second year of a $24 million, two-year deal with the league; USA Network will be entering the second of an $18 million, four-year deal. It remains unclear whether ABC will renew its deal with the league, which is said to have approached at least one other party, Turner Sports, about a possible TV deal.

On the radio side, CBS Radio Sports will begin the second of a five-year exclusive NFL contract on Sept. 2 with play-by-play coverage of a San Francisco 49ers-New York Giants game. The 43-game schedule will feature 31 regular season and 12 post-season contests, including Super Bowl XXVI. The primary announcing team of Jack Buck and Hank Stram will be joined by Howard David, John Dockery, Pat Haden, Jim Nantz, Brad Nessler and John Rooney.

Mutual Broadcasting will air 17 NFL doubleheaders via its radio network, beginning with the Philadelphia vs. Green Bay and Miami vs. Buffalo games on Sept. 1. Play-by-play commentary will be handled by Tony Roberts, Harry Kalas and Bill Rosinski; color will be provided by Jack Ham and Jack Snow. ■

SYNDICATION: NEW PLAYER ON COLLEGE FIELD

Along with NBC's new $30-million deal with Notre Dame and the first season of Capital Cities/ABC's exclusive College Football Association package, the 1991-92 college football TV landscape will see changes on the syndication front. A major new player enters the field this season, the Big East Television Network, which has billed itself as the first conference in the country to act as its own football syndicator.

The arrangement is not exactly a first for the Providence, R.I.-based Big East conference, which has, since 1985, handled the TV distribution of its own basketball games. And most of the teams have been televised in various markets through the now-defunct Great American Independent Football Network, which had been distributed by Jefferson-Pilot Teleproductions, Charlotte, N.C., since 1987.

Big East in 1991-92 will produce a season-long package that will be broadcast in the respective markets of each of the member football schools—Boston College, University of Miami, University of Pittsburgh, The State University of New Jersey at Rutgers, Syracuse University, Temple University, Virginia Tech and West Virginia University—and other markets nationally.

Big East games are set to air in almost 30% of the nation's TV homes, according to the league, including deals with stations WABC-TV New York, WPVI-TV Philadelphia, WCVB-TV Boston, WBFS-TV Miami, WTAE-TV Pittsburgh, WTNH-TV New Haven, Conn., WLNE(TV) New Bedford, Mass., WAYK(TV) Melbourne (Orlando), Fla., and WTMV(TV) Lakeland (Tampa-St. Petersburg), Fla.

Former rightsholder Jefferson-Pilot Teleproductions will continue to handle distribution of Atlantic Coast Conference games, beginning with a noon kickoff of Virginia at Maryland. The company will produce a total of 17 games over 13 Saturdays and will be seen on 35 stations, including every market in Maryland, the District of Columbia, Virginia, North Carolina, South Carolina, Georgia and Florida.

Advertising inventory on the ACC regional telecasts is almost completely sold out, according to Jimmy Rayburn, executive producer, Jefferson-Pilot. He said that unlike the national network packages, which are still deep in the selling process, syndicators tend to lock up regional deals prior to the upfront selling season. One such advertiser, Atlanta-based Delta Airlines, wanted to reach the ACC's regional audience to promote the airline's Southwestern flights. "Well over 50% of our advertisers don't buy network spots," he said.

Similarly, Charlotte, N.C.-based Raycom Sports and Entertainment is more than 75% sold out on its 12-game package of Southwest Conference games. The company will provide games to broadcasters in Texas, Arkansas and Louisiana, and the Prime Network will carry the games nationally. Raycom's Southwest coverage begins with the Aug. 28 Kick-Off Classic at the Meadowlands. Other company productions will include the Disneyland Pigskin Classic, the Dec. 30 Freedom Bowl and, for CBS Sports, the Dec. 28 Blockbuster Bowl.

In other syndication packages, the Blue & White Network will, for the third consecutive year, televise a select schedule of college football games featuring Brigham Young University and the U.S. Air Force Academy. Beginning Aug. 31, B&W will present 10 televised contests to more than 40 national cable and broadcast affiliates in 47 states. The new season will bring in a potential 1.5 million additional viewers with the addition of stations WADL-TV Detroit, WOAC-TV Cleveland/Canton and others.

Outside the syndication route, hundreds of college football games will be presented, mostly on a tape-delayed basis, on regional cable sports networks around the country. The 4.2-million subscriber Prime Ticket Network, for example, will schedule at least 79 college football games representing six collegiate conferences from across the country, beginning Sept. 7. Similar arrangements have been made at SportsChannel, Madison Square Garden Network and several other cable sports networks nationally. —RB

LOCAL RADIO NFL COVERAGE

Atlanta Falcons
WSB(AM) Atlanta

Reg. net. of 65 stations; four preseason, 16 regular; station holds rights in third year of three-year pact.

Buffalo Bills
WBEN(AM) Buffalo

Regional network of 24 stations; five preseason, 16 regular; station holds rights in second of five-year contract.

Chicago Bears
WGN(AM) Chicago

Reg. net. of 60 stations; five preseason, 16 regular; station holds rights in third year of three-year pact.

Cincinnati Bengals
WKRC(AM) Cincinnati

Reg. net. of 41 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

Cleveland Browns
WHK(AM)-WMMS(FM)Cleveland

Reg. net. of 49 stations; four preseason, 16 regular; Score Communications holds rights in first year of three-year deal.

Dallas Cowboys
KVIL(AM) Dallas

Reg. net. of 91, Spanish-language stations network of 10 stations; four preseason, 16 regular; station holds rights in first year of five-year deal.

Denver Broncos
KOA(AM) Denver

Reg. net. of 60 stations; five preseason, 16 regular; station holds rights in third year of seven-year contract.

Detroit Lions
WWJ(AM) Detroit

Reg. net. of 33 stations; five preseason, 16 regular; station holds rights in third year of three-year contract.

Green Bay Packers
WTMJ(AM) Milwaukee

Reg. net. of 51 stations; four preseason, 16 regular; station holds rights under long-term contract.

Houston Oilers
KTRH(AM) Houston

Reg. net. of 45 stations; four preseason, 16 regular; station holds rights in second year of five-year pact.

Indianapolis Colts
WIBC(AM)
Indianapolis

Reg. net. of 23 stations; four preseason, 16 regular; station holds rights.

Kansas City Chiefs
KCFX(FM) Kansas City

Reg. net. of 58 stations; four preseason, 16 regular; station holds rights in first year of three-year pact (option on fourth).

Los Angeles Raiders
KFI(AM)
Los Angeles

Reg. net. of 37 stations; five preseason, 16 regular; Bob Speck Productions holds rights in final year of four-year pact.

Los Angeles Rams
KMPC(AM) Los Angeles

Reg. net. of 24 stations; two preseason, 16 regular; station, which holds rights in second year of five-year contract, has licensed KLAC(AM) Los Angeles to air two preseason games (due to conflicts with KMPC's baseball broadcasts) and XEPRS(AM) Rosarito, Mex., to air four preseason and all regular season games in Spanish.

Miami Dolphins
WIOD(AM) Miami and WQBA(AM) Miami

WIOD: reg. net of 28 stations; five preseason, 16 regular; station holds rights in first year of three-year pact; WQBA (Spanish-language): five preseason, 16 regular; station holds rights in third year of three-year pact.

Minnesota Vikings
KEEY-FM Minneapolis

Reg. net. of 90 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

New England Patriots
WBZ(AM) Boston

Reg. net. of 22 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

New Orleans Saints
WWL(AM) New Orleans

Reg. net. of 40 stations; four preseason, 16 regular; station holds rights in third year of three-year pact.

New York Giants
WNEW(AM) New York

Reg. net. of 34 stations; four preseason, 16 regular; station holds rights in third year of multiyear pact.

New York Jets
WCBS(AM) New York

No reg. net; four preseason, 16 regular; station holds rights in fourth year of five-year deal.

Philadelphia Eagles
WIP(AM)
Philadelphia

Reg. net of 30 stations; four preseason, 16 regular; station holds rights in third year of three-year contract.

Phoenix Cardinals
KTAR(AM) Phoenix

Reg. net. of 21 stations; four preseason, 16 regular; station holds rights in fourth year of five-year deal.

Pittsburgh Steelers
WTAE(AM)-WVTY(FM) Pittsburgh

Reg. net. of 36 stations; four preseason, 16 regular; station holds rights in second year of three-year pact.

San Diego Chargers
XETRA(AM) Tijuana

Reg. net. of four stations; four preseason, 16 regular; station holds rights in fifth year of 10-year contract.

San Francisco 49ers
KGO(AM) San Francisco

Reg. net. of 40 stations; five preseason, 16 regular; station holds rights in second year of three-year pact.

Seattle Seahawks
KIRO(AM) Seattle

Reg. net. of 55 stations; four preseason, 16 regular; station holds rights in third year of five-year contract.

Tampa Bay Buccaneers
WQYK-AM-FM
Tampa Bay

Reg. net. of 34 stations; four preseason, 16 regular; station holds rights in first year of five-year contract.

Washington Redskins
WMAL(AM) Washington

Reg. net. of 94 stations; four preseason, 16 regular; station holds rights in third year of three-year contract.

Local radio contracts during the 1991-92 season will represent an estimated $40 million in additional revenue for NFL teams, which derive about 90% of their dollars from network contracts and ticket sales. Believed to be among the more lucrative deals is a new five-year agreement between the Dallas Cowboys and KVIL(AM) Highland Park, Tex. (Dallas), which is said to be bringing in more than $3 million per season for the team. Other teams that have opted not to renew existing contracts in search of more lucrative deals this year include the New England Patriots and the Minnesota Vikings, which have each signed three-year deals with new stations.

(AM) Cape Girardeau, Mo. WKKX has C&W format on 104.1 mhz with 50 kw and antenna 500 feet above average terrain.

KSPG(AM)-KBUZ(FM) El Dorado, Kans. □ Sold by Gary L. Violet to New Life Fellowship Inc. for $1.05 million. Terms: $800,000 cash at closing, $5,000 escrow deposit and $225,000 in mortgage real state bonds at 10%. **Seller** is licensee of KSUX(FM) Winnebago, Neb., and is applicant for new FM at Clearwater, Kans. **Buyer** is headed by David G. and Tammie L. Brace, husband and wife, and is licensee of noncommercial educational KZZD(FM) Wichita, Kans. David Brace is also 50% stockholder of Alpha Broadcasting Inc., licensee of KTCM(FM) Kingman, Kans. KSPG has country, newstalk format on 1360 khz with 500 w day. KBUZ has urban contemporary format on 99.1 mhz with 45 kw and antenna 492 feet above average terrain.

KAXY(FM) Ventura, Calif. □ Sold by Absolutely Great Radio Inc. to N. John Douglas for $910,000 cash, including $220,000 three-year noncompete covenant. **Seller** is headed by Jim Sylvester, and has no other broadcast interests. **Buyer** is majority shareholder of Douglas Broadcasting Inc., which controls licensees of KMAX(FM) Arcadia, KEST(AM) San Francisco, KWWN(FM) Placerville and KOBO(AM) Yuba City, all California. Douglas is also president of DB Affiliates Inc., general partner of licensee of WGAR-FM Cleveland. KAXY has adult contemporary format on 107.1 mhz with 280 w and antenna 872 feet above average terrain.

WHRC(TV) Norwell, Mass. □ Sold by Massachusetts Channel 46 Corp. to Two If By Sea Broadcasting Corp. for $900,000. Station is not on the air. **Seller** is headed by Nikita G. Maggos, who is 51% stockholder of licensee of WRYT(AM) Edwardsville, Ill. **Buyer** is headed by Michael L. Parker, who is president of Reading Broadcasting Inc., licensee of WTVE(TV) Reading, Pa.; he holds no equity interest in Reading Broadcasting. WHRC is independent on ch. 46 with 2937.6 kw vis.; 293.76 kw aur. and antenna 314 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,759,560** □ **10**

FM's □ **$6,182,000** □ **6**

AM-FM's □ **$3,350,000** □ **3**

TV's □ **$5,750,000** □ **2**

Total □ **$17,041,560** □ **21**

Year to Date:

AM's □ **$56,773,480** □ **172**

FM's □ **$135,899,755** □ **161**

AM-FM's □ **$158,022,587** □ **118**

TV's □ **$730,299,000** □ **53**

Total □ **$1,080,994,822** □ **504**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WERK(AM)-WOKZ(FM) Muncie, Ind. □ Sold by Werk Inc. to American Hometown Radio Corp. for $625,000. Terms: $90,000 cash at closing, $10,000 earnest money deposit and two notes totalling $525,000. **Seller** is headed by James W. Beatty, and has no other broadcast interests. **Buyer** is headed by Christian R. Caggiano, who recently sold WBYR(FM) Van Wert, Ohio (Fort Wayne, Ind.) ("Changing Hands," April 8). WERK has contemporary Christian format on 990 khz with 250 w day. WOKZ has adult contemporary format on 104.9 mhz with 3 kw and antenna 328 feet above average terrain.

WBKL(FM) Callaway, Fla. □ Sold by Martin Communications of Bay County to Milblack Inc. for $500,000 cash. **Seller** is headed by Catherine Williams, and has no other broadcast interests. **Buyer** is headed by James T. Milligan (67.5%), James R. Martin (12.5%) and Gerlinde M. Pfeffer (20%). Milligan and Martin are 75% and 25% partners, respectively, in M&M Partners, licensee of WNKS(FM) Columbus, Ga. Also, Milligan and Martin are 25% and 75% partners, respectively, in JRM Broadcasting Inc., licensee of WPNX(AM) Phoenix City, Ala. WBKL has oldies format on 103.5 mhz with 100 kw and antenna 475 feet above average terrain.

WKTW(FM) Dover Township, N.J. □ Sold by Performing Arts Network of New Jersey to Mercer County Community College for $425,000 cash. **Seller** is headed by Norman Sanders, and has no other broadcast interests. **Buyer** is headed by John P. Hanley and 12 other directors, and is licensee of noncommercial educational WWFM(FM), instructional fixed-service TV WOW99, and is tentative permittee for new LPTV ch. 33, all Trenton, New Jersey. WKTW has classical and religious format on 91.1 mhz with 10 kw and antenna 165 feet above average terrain.

WKJF-AM-FM Cadillac, Mich. □ Sold by Fetzer Broadcasting Service to Hagar Broadcasting for $350,000. Stations are simulcast. **Seller** is headed by Carl E. Lee, and also owns WJFM(FM) Grand Rapids and WKZO(AM) Kalamazoo, both Michigan, and Muzak franchise for Western Michigan. **Buyer** is headed by James M. Hagar, and has no other broadcast interests. WKJF(AM) has adult contemporary format on 1370 mhz with 5 kw day and 1 kw night. WKJF-FM has adult contemporary format on 92.9 mhz with 100 kw and antenna 1,020 feet above average terrain. *Brokers: Star Media Group Inc. represented seller, William R. Rice represented buyer.*

CLOSED!

The sale of KHIT/KIIQ(FM), Reno, Nevada from Reno Broadcasting Corporation to Radio Associates of Reno, Inc., for $1,000,000.

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Romano R. Cionni Sr. to World Witness for Christ Ministries Inc. for $250,000. **Seller** has no other broadcast interests. **Buyer**, nonprofit corporation, is headed by Roy C. Dawkins and 10 other directors, and has no other broadcast interests. Filed July 22.

■ ***KBOO(FM) Portland, OR** (BTCED910723HC; 90.7 mhz; 23.5 kw; ant. 912 ft.)—Seeks transfer of control within KBOO Foundation for no cash consideration; purpose of application is to report new members and officers of board of directors. Licensee is headed by Margot Beutler and nine other directors, and has no other broadcast interests. Filed July 23.

■ **KBYG(AM) Big Spring, TX** (BAL910701EE; 1400 khz; 1 kw-U)—Seeks assignment of license from Drew Ballard to Mel Zane Gilbert for $199,560. **Seller** heads Ballard Broadasting of Oklahoma Inc., licensee of KEOR(AM)-KHKC-FM Atoka, OK, and permittee of KTSH(FM) Tishomingo, OK. Ballard also holds 40% of stock of licensee of KRGT(FM) Hutto and KLFB(AM) Lubbock, both Texas; he has agreed to exchange stock in KRFT for stock of KLFB. **Buyer** has no other broadcast interests. Filed July 1.

■ **KTPX(TV) Odessa and KWAB(TV) Big Spring, both Texas** (KTPX: BTCCT910725KH; ch. 9; 316 kw-V; 45.7 kw-A; ant. 1,270 ft.; KWAB: BALCT910725KI; ch. 4; 12.9 kw-V; 1.5 kw-A; ant. 80 ft.)—Seeks transfer of control from James T. Taylor, receiver, to Midessa Television Co. for $4.85 million. Sale includes satellite KWAB(TV). **Seller** has no other broadcast interests. **Buyer** is headed by R.H. Drewry, and is owned by general partners KSWO Television Inc. (50%) and Lawton Cablevision Inc. (50%), cable system serving Lawton, OK. Filed July 25.

■ **WHAP(AM) Hopewell, VA** (BAL910719EA; 1340 khz; 1 kw-U)—Seeks assignment of license from WHAP Inc. to Connon Communications Corp. for $330,000. **Seller** is headed by owned by Great Lakes Broadcasting, headed by Carl M. Adams, and is licensee of WZTN(AM) Montgomery, AL (49%); WXVQ(AM) De Land, FL, and KSVP(AM)-KTZA(FM) Artesia, NM (50%). **Buyer** is headed by Bruce J. Connon, who is vice president and GM of licensee WHAP Inc. Filed July 19.

■ **WLAX(TV) La Crosse, WI** (BALCT910717KE; ch. 25; 501 kw-V; ant. 1,000 ft.)—Seeks assignment of license from Family Group Ltd. III debtor-in-possession, to Aries Telecommunications Corp.; station was sold to Aries Telecommunications last year for $7.6 million ("Changing Hands," December 3). Principals in Aries sold their stock, and application is being filed requesting transfer to Aries reflecting new corporate structure. Sale includes WGBA(TV) Green Bay and WEUX(TV) Chippewa Falls, both Wisconsin. **Seller** is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Wotitzky and Donald Clark. **Buyer** is headed by Clark and Martin, who each have 5% interest in and are two of five general partners of seller Family Group Ltd. III. Filed July 17.

■ **WZTR(FM) Milwaukee** (BALH910722HD; 95.7 mhz; 3 kw; ant. 610 ft.)—Seeks assignment of license from Mystar Communications Corp. to Shockley Communications Corp. for $5.057 million ("Changing Hands," June 24). **Seller** is headed by Michael S. Maurer, who also owns WTPI(FM) Indianapolis. **Buyer** is headed by Terry K. and Sandra K. Shockley, husband and wife (each 49.5%), and is licensee of KDAL-AM-FM Duluth, MN, and WOLX-FM Baraboo, WI. Filed July 22.

Actions

■ **WDLT(FM) Chickasaw, AL** (BAPLH910425GW; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of CP from JAB Broadcasting Inc. to Bay Lakes Broadcasting Inc. for $879,000. **Seller** is headed by J. Alex Bowab, and has no other broadcast interests. **Buyer** is headed by James H. Faulkner (51%) and William H. Phillips (49%), who are each stockholders and officers of Bay Lakes Broadcasting Inc., licensee of WMMV(FM) Bay Minette, AL. Action July 25.

■ **KPOM-TV Fort Smith and KFAA(TV) Rogers, both Arkansas** (KPOM: BALCT910129KI; ch. 24; 2,510 kw-V; 251 kw-A; ant. 1,040 ft.; KFAA: BALCT910129KJ; ch. 51; 5,000 kw-V; 500 kw-A; ant. 932 ft.)—Granted assignment of license from J. D. G. Television Inc. to Westark Broadcasting Ltd. for $4.383 million. **Seller** is headed by Duane Harm, and is 95% owned by Griffin Television Inc., licensee of KWTV(TV) Oklahoma City. **Buyer** is headed by G. Bradford Bulkley, who has 13.94% ownership in and is general partner of Communications Partners Ltd., which has interests in KFMX Radio Ltd. (99%), Cordell Publications Ltd. (24%), Civic Communications Corp. (2.6%) and Hoker Broadcasting Inc. (11.2%). Action July 25.

■ **KNAB-AM-FM Burlington, CO** (AM: BTC910618EG; 1140 khz; 1 kw-D; FM: BALH910618EH; 104.1 mhz; 50.7 kw; ant. 358 ft.)—Granted transfer of control within KNAB Inc. for $350,000. **Seller** is Ray H. Lockhart, who owns KOGA-AM-FM Ogallala, NE, and 50% of KSTC(AM)-KNNG-FM Sterling, CO. **Buyer** is Bette Bailly, and has no other broadcast interests. Action July 25.

■ **KNIC(FM) Lamar, CO** (BALH910517GU; 150.7 mhz; 100 kw; ant., 545 ft.)—Granted assignment of license from John E. Fitzgibbons, interim trustee, to Bauer Properties for $181,000. **Seller** has no other broadcast interests. **Buyer** is headed by Larry E. Bauer (71%) and has no other broadcast interests. Action July 25.

■ **WIIS(FM) Key West, FL** (BALH910604GS; 107.1 mhz; 3 kw; ant. 200 ft.)—Granted assignment of license from Charlotte Louise Broadcasting of Key West to White Broadcasting Corp. for $7,500. **Seller** is headed by Albert L. Swainston, and has no other broadcast interests. **Buyer** is headed J. Larry White, and has no other broadcast interests. Action July 25.

■ **WKKX(FM) Jerseyville (St. Louis), IL** (BALH910211HK; 104.1 mhz; 50 kw; ant. 500 ft.)—Dismissed app. for assignment of license from Don Cavaleri, receiver, to Ronin Broadcast Group Inc. for $3.176 million. Cavaleri owns approximately 60% of stock and is president of Empire Broadcasting System Inc., licensee of WCZR(AM) Charleston and WLZT(FM) Miami, both West Virginia. **Buyer** is headed by George W. Halstead III (Lee Michaels) and Edward Hayes, Jr., and has no other broadcast interests. Action July 25.

■ **KDWD(FM) Burlington, IA** (BTCH910528HJ; 93.5 mhz; 3.8 kw; ant. 300 ft.)—Granted transfer of control within Hensley Broadcasting Inc. for $256,000 stock sale. **Sellers** are Darryl Hensley, Robert Ellifson and Brad Lee Johnson, and have no other broadcast interests. **Buyer** is John T. Pritchard, and has no other broadcast interests. Action July 25.

■ **WKDZ-AM-FM Cadiz, KY** (AM: BTC910529GE; 1110 khz; 1 kw-D; FM: BTCH910529HV; 106.3 mhz; 3 kw; ant. 317 ft.)—Granted transfer of control within

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	**10,924**	**1,517**	**12,441**
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
■ Total TV	**1,479**	**204**	**1,683**
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
■ Total LPTV	**895**	**1,026**	**1,921**
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Aug 19

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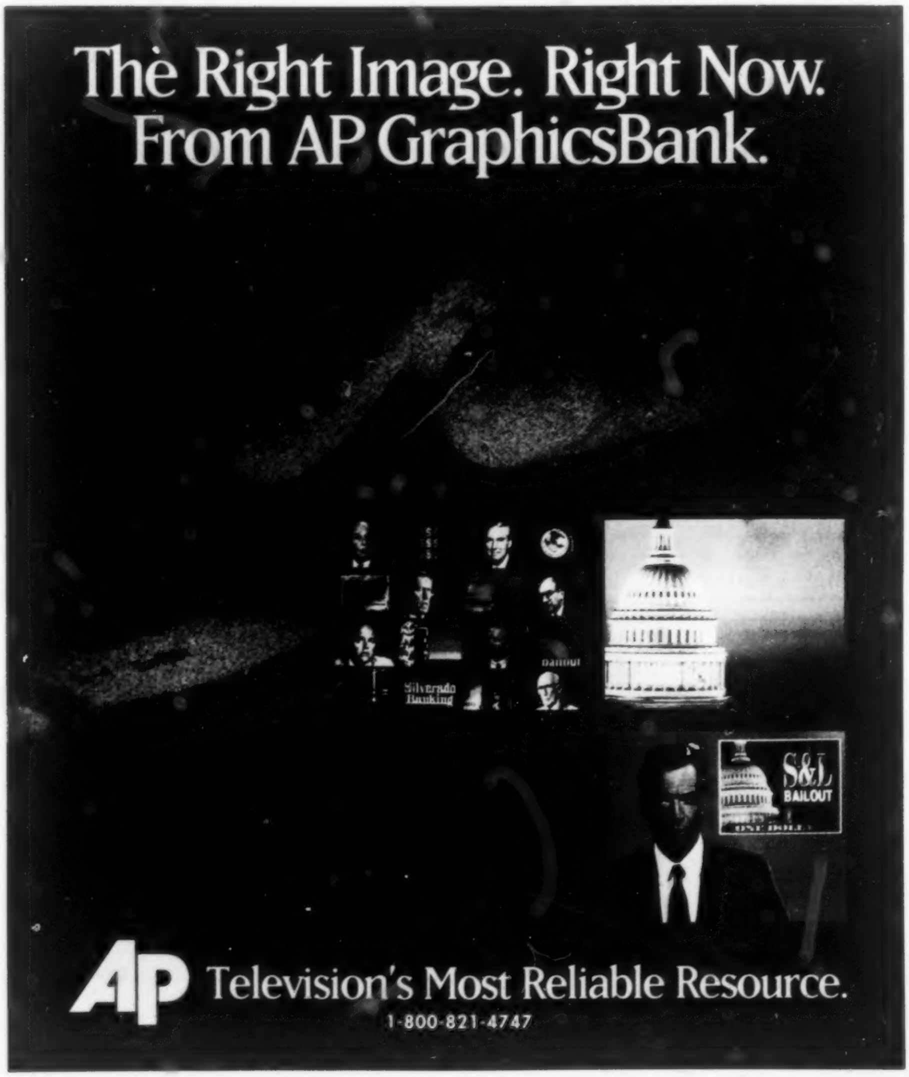
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Television, cable, telcos: What are they worth?

THIS WEEK

19 / INDUSTRY REVENUES

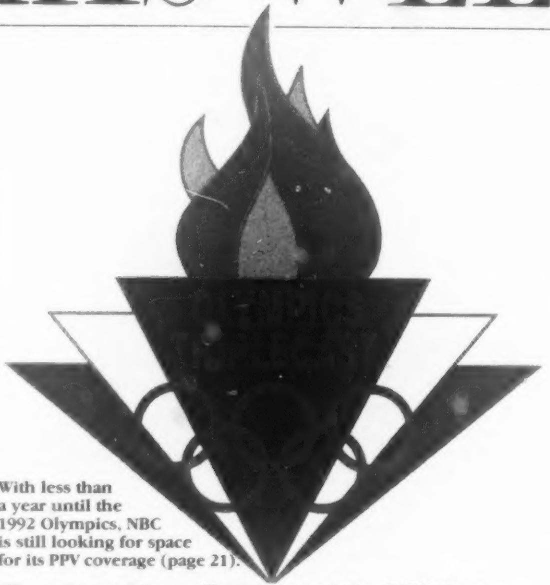
Lower station prices are the chief contributors to a one-third drop in broadcasting industry valuations compared with several years ago. Current figures put industry valuation net of debt at $29.5 billion. On the cable side, the cash flow valuation of systems, with debt subtracted, is pegged at $44 billion; network valuation is estimated at $8 billion. Telcos have gained: estimates of net asset value, based on cash flow multiples, range from $275 billion to $330 billion.

20 / NO RELIEF FOR SCATTER MARKET

Projections are for fourth-quarter scatter market ad prices to repeat last year's poor performance, when sales were off 20%-40%. Sales to buyers who passed on upfront bargains, hoping for better deals in the fall, could give the market a boost. Syndicators, who had disappointing upfront sales, will be participating in the scatter market for the first time in recent history, and may face tough competition from the networks.

21 / HURDLES FOR TRIPLECAST OLYMPICS

With the Summer Olympics less than a year away, NBC is still looking for channel space for its three-channel, pay-per-view coverage. C-SPAN, Discovery and the Family Channel turned down offers for their space, leaving NBC with just partial use of Request TV and Viewer's Choice, plus space it can plumb from combining its own CNBC and American Movie Classics into one channel. The lack of a national channel solution, leaving individual systems to find their own ways, would make it tough for the PPV plan to reach its household goal of 40 million.



With less than a year until the 1992 Olympics, NBC is still looking for space for its PPV coverage (page 21).

22 / SCHEDULES FOR TOP 3 MARKETS

BROADCASTING has assembled schedules for fall syndicated programing in New York, Los Angeles and Chicago, and the show to watch, say station, agency and programing executives, is Columbia Pictures Television's *Married...with Children*, slotted at 7 p.m. in New York and Los Angeles and 6:30 p.m. in Chicago. *Married...* is marketed as the first off-network series exempt from the prime time access rule. Also on the watch list: CPT's *Ruckus* comedy game show.

25 / FULL FUNDING REQUESTED FOR FCC

House Energy and Commerce Committee Chairman John Dingell has asked the Appropriations Committee to make full funding for the FCC a priority in the upcoming House-Senate conference. The House authorization bill includes $133 million for the commission, compared with $126.2 million expected to come out of the Senate. Yet to be worked out is user-fee funding: the House bill would pull $65 million of its total from fees on licensees; in the Senate, Commerce Committee Chairman Ernest Hollings is on record opposing the fees.

27 / AM TO THE MAX

Consumer electronic manufacturers are ready to roll out the NAB-commissioned AMAX radio, which is designed to dramatically improve the quality of AM sound. Enhanced features like a minimum frequency response of 6.5 khz for car receivers and 7.5 khz for home, automatic bandwidth control and AM noise blanking should, broadcasters hope, give the medium a competitive chance against FM. The unveiling is scheduled for the Radio '91 convention next month, and 1,100 stations have told the NAB they will air promotional spots in a year-long campaign.

34 / FULL STOP TO 'STOP THE CHURCH'

Stop the Church, a 23-minute documentary on a gay-rights protest aimed at the Catholic Church, has been pulled from the PBS *P.O.V.* series because of what the network called the "inappropriateness of ridiculing individuals and groups." Coming on the heels of the *Tongues Untied* uproar, which ensued after PBS's airing of that documentary on black homosexuals, producers and program suppliers see a tense, timid time descending on the network. PBS, however, maintains the decision was made after an internal review and not in response to outside forces.

35 / ALL THE NEWS THAT SELLS

Faced with impending cuts in their affiliate compensation and forgone ad inventory to syndicators, some major-market stations are looking to increase revenue by expanding their morning and prime time news operations. WSVN(TV) Miami, for example, which in 1989 dropped its NBC affiliation in favor of quasi-independent affiliation with Fox, has had substantial ratings success (22 share) with a 7-9 a.m. newscast. But expansion means money: Disney spent $40 million to start KCAL(TV) Los Angeles's 8-11 p.m. operation, and annual operating costs are $8 million-$10 million.

38 / OPEN ALL NIGHT

Two proposed 24-hour infomercial services have cable operators wondering whether the potential revenue will be worth the channels. The first, Home Shopping Network's Infonet, is scheduled for launch Sept. 1, and will be available for broadcasters and cable operators to access it anytime 24 hours a day or as a full-time dedicated channel. The second, FYI-The Consumer Channel, is still on the drawing board: its principals are looking at celebrity-hosted magazine shows, wrapping together 5- or 10-minute infomercials on compatible products. Participating cable systems would get a cut of the revenues.

41 / ABC CUTS COMPENSATION 10%

ABC announced a package of affiliate compensation cuts, totaling $11 million, that are designed to boost network profits in what has been called a particularly bad year. Included in the deal: cutting the hourly rate for *World News Tonight*, tying each station's hourly rate to its delivery of prime time households and reallocating daytime percentages to encourage clearances of *Home* and *Loving*. ABC said the revenue potential outweighed the risk that affiliates might become more inclined to pre-empt less-popular programs.

46 / APPEALS OF TELCO DECISION

Appeals are piling in on Judge Harold Greene's decision, stayed pending appeals court review, to let the regional Bell operating companies (RBOC's) enter the information services business. The RBOC's, after failing to convince Judge Greene to lift the stay, are likely to go directly to the appeals court; opponents of the decision, headed by the American National Newspaper Association, will ask this week that the appeals court reverse. The conflicting appeals are expected to keep the case tied up for months.

47 / FINDER'S WEEPERS

The NAB joined a number of broadcasters in petitioning the FCC for a "finder's preference," that is, favorable consideration to the license applicant who finds a nonallocated frequency. Sentiment for the idea is growing at the FCC; Commissioner James Quello said, "I think it's unfair for someone to...pay to find a frequency, and then get filed on by 10 or 15 applicants." However, staff members questioned the commission's legal authority to alter the policy.

47 / PAC-ING THEIR POLITICAL WAR CHESTS

Cablecasters beat broadcasters $175,000 to $116,000 in PAC contributions to House and Senate campaigns for the first six months of 1991. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), up for re-election in '92, topped the congressional contribution list with $10,000 from each PAC.

STOP THIS MAN

Calling the content 'inappropriate,' PBS and the 'P.O.V.' program pull the 'Stop the Church' segment (page 34).

50 / FEW ORDERS IN THE COURT

Since the federal courts opened civil trials to TV on an experimental basis July 1, few television and radio stations have jumped at the opportunity for coverage. The reason, broadcasters say, is that the trials have not produced particularly newsworthy events. RTNDA President David Bartlett blames the lukewarm response not on lack of interest but on the demands of normal daily news flow. He worries, however, that a perceived media apathy could hurt chances for the test becoming permanent.

52 / COMPRESSION TESTS

Cablevision Systems last week tested General Instruments' DigiCable and DigiSat compression hardware, and plans more tests next month. Cable Laboratories was expected to issue requests for proposals to 65 companies for developing compression systems.

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Sept. 7—"How to Cover the Capitol" and "Assembly TV: The Access Debate," seminar sponsored by *Associated Press TV-Radio Association of California-Nevada.* Sacramento, Calif. Information: Rachel Ambrose, (213) 626-1200

Sept. 8-13—"Media Criticism," seminar for broadcast and print media critics, ombudsmen, news directors and producers, sponsored by *Poynter Institute.* Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494

Sept. 9-12—"Network 90's: Unleashing Tomorrow's Technology Today," conference and exhibition sponsored by *United States Telephone Association, Pacific Bell* and *Telecommunications*

ERRATA

In chart on football radio rights in Aug. 12 issue, **rightsholder for Cleveland Browns** should have been Malrite of Ohio (**WHK(AM)-WMMS(FM) Cleveland**), not Score Communications, which is executive producer of coverage and sells advertising time.

WGR(AM) Buffalo, N.Y., holds rights to Buffalo Bills in second year of four-year contract with team. Station will feed five preseason, 16 regular season games to regional network of 20 stations.

Co-owned **KFAN(AM)-KEEY(FM) Minneapolis will simulcast Minnesota Vikings games** this season in first year of three-year contract.

Reuters Holdings' revenue for 1990 was $2.6 billion, not $1.4 billion as reported in June 10 issue of BROADCASTING. Total earnings for 1990 were $617.8 million.

In Aug. 5 "Ratings Roundup" chart, **winner of Thursday 9:30-10 p.m.** half hour should have been Fox's **Beverly Hills 90210.**

BROADCASTING incorrectly reported in July 29 issue that Senate bill passed last June to lift telephone equipment manufacturing ban on regional Bell operating companies (**S. 173**), does not include **same cross-subsidy restrictions written into pending companion legislation in House (H.R. 1527).**

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TOP OF THE WEEK

VALUING THE BIG THREE: TELCOS GET BIGGER

Broadcasting and cable asset values fall; regulatory and legislative changes, advertising and financing all hold key to future values

BROADCASTING's survey of asset values for the three pieces of the television business shows a widened disparity between the telephone companies, the cable industry and broadcast television. Compared with a similar survey taken three years ago, the value of both broadcast television and cable is down, while the telephone companies are flat or up. The latter is now worth over three times the other two combined.

Three major issues, two of them related, have affected asset values since the last survey in 1988. Advertising is clearly in a cyclical recession and may be going through structural changes affecting broadcasters in particular. Financing, also cyclical in nature, has become more difficult to obtain. The financial illiquidity has affected broadcast television values the most, cable next and telephone companies the least.

But perhaps the major reason for the improvement of telephone asset values relative to cable or broadcasting is the feeling that they have the most to benefit from regulatory and other changes emanating from Washington. Realization of that sense would likely further widen the valuation gap.

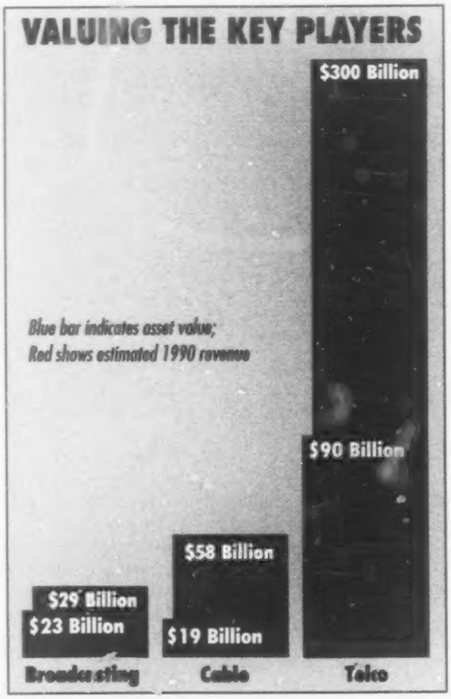
Broadcast television

That the television side of the broadcasting industry is worth less today than several years ago would surprise hardly anyone. Yet observers might be surprised by the extent of the decline. Compared with several years ago, TV stations, TV networks and the barter side of syndicated programing are collectively valued at only about two-thirds of their value then, a loss of more than $10 billion.

In broadcast television almost all the decline in value is reflected in lower station prices, due to both lower cash flow and to the lower multiple of cash flow used to price station transactions.

Stations in 1990 took in advertising revenue of roughly $13.3 billion. In addition, they received just over $400 million in compensation paid by ABC, CBS, NBC and Fox. The percentage of the $13.7 billion combined revenue left over after necessary operating expenses—an informal definition of cash flow margin—was down some. Estimates by Sandler Media Group covering 60 of the largest TV station groups with almost two-thirds of total industry revenue indicate a mean average cash flow margin of 39%. However, weaker margins for those stations outside the survey, many in smaller markets, bring 1990's total average down to perhaps 32%, indicating a sum total station cash flow of $4.4 billion.

Although that margin is almost the same as several years ago, the station market sensed hard times earlier this year, possibly extending into the future, and lowered to eight the multiple of cash flow used to price transactions, down from a multiple of 12 several years ago. Multiplied times the $4.4 billion, station cash flow provides an industry-wide station value, before debt, of $35.2 billion.



The collective value of networks ABC, CBS, NBC and Fox is roughly the same compared to several years ago with the emergence of the last offsetting declines by the first three. A rough guess for the total would be $3.5 billion.

Finally, barter advertising revenue, net of Fox, was estimated at roughly $1 billion last year. Dominated by studios and a few other large companies, the barter business's margin is perhaps 35%, indicating cash flow of $350 million. Estimates of multiples vary widely, but using eight provides a barter syndication value of $2.8 billion.

Broadcasting industry debt is subtracted from the total $41.5 billion value for stations, networks and syndication. According to Paul Kagan & Associates, total debt was about $17 billion, which minus the radio portion might be closer to $11 billion. A very rough estimate of TV programing debt is about $1 billion, leaving a total valuation net of debt at $29.5 billion.

Cable television

The value of the nation's cable systems could be placed anywhere between $44 billion (using a cash flow model) and $56 billion (using a per-subscriber model), which averages out to $50 billion.

Starting with an estimated $17.8 billion in system revenue in 1990 (Paul Kagan Associates) and applying a 45% profit margin would yield about $8 billion in system cash flow. Cable brokers say current valuations for systems range between 9 and 11 times cash flow. Using 10 times as an average produces a figure of $80 billion in cash flow valuation. Subtracting the $35.8 billion in debt, estimated by Kagan, puts a cash flow value on cable of $44 billion.

The valuation of cable systems on a per-subscriber basis has dropped since 1988, with $1,700 the best guess by brokers today. With 56 million cable subscribers, the $1,700 per subscriber valuation works out to just over $92 billion. Subtracting the debt leaves system valuations at $56 billion.

Few cable networks have changed ownership, but their values have held up better than cable systems. Hearst's 20% purchase of ESPN for under $200 million, translating ESPN's worth to upwards of $1 billion, is probably close to a real valuation for top programing networks.

Based on 1990 numbers, ESPN generated a cash flow margin of 21%, Turner's entertainment networks 11% (held down by Goodwill Games losses and other sports costs), MTV 25% and CNN 33%. Given that smaller networks produce smaller margins (on public record are QVC at 10% and HSN at 7%), the overall cable network average is probably closer to 20%.

With cable network revenues for 1990 projected by Veronis, Suhler at $2.1 billion, and an average cash flow margin of 20%, overall cash flow would compute to $420 million. Using a conservative 10 times cash flow valuation would put the value of basic cable networks in the $4 billion-plus range.

The pay side has been hit harder since 1988, with HBO and Showtime posting 14% and 7% operating cash flow margins, respectively, in 1990. Using the cash flow multiple would put their combined valuation at $2 billion, with Disney adding another several hundred million dollars.

All told, a valuation in the range of $8 billion can probably be put on the cable network universe.

Telephone

The telephone operating companies have not suffered the same financing problems as have cable operators and, even more so, broadcasters. Thus, the telcos, formally referred to as local exchange carriers (LEC's), appear not to have lost value; if anything, they may have gained some.

LEC operating revenue is up from several years ago, to just under $90 billion in 1990. Of that sum, just over $42.2 billion in cash flow remains after operating expenses, revealing a cash flow margin similar to that of cable.

Estimates vary as to what multiple of cash flow should be used in pricing the LEC's. Using nine times, a number suggested by Sal Muoio of Gabelli Securities, implies an asset value for the telcos of $380 billion, which, minus $50 billion of long-term debt, as of the end of 1990, leaves a net asset value of $330 billion.

Such a number may be unrealistically high because three-quarters of the total value resides in the seven regional holding companies, which, arguably, are too big to be sold or, if they were, might command a below-market multiple.

A much lower value, $275 billion, is arrived at using a dollars-per-access-line formula. The U.S. Telephone Association survey tentatively shows 138 million access lines at the end of 1990. There is no industry-wide dollar value of access lines, but $2,000 per access line might represent a conservative estimate—an offer of over $3,000 per access line was made in one of the few recent LEC transactions.

Averaging the figures using the two different valuation methods results in a total valuation for the LEC's of $300 billion. **–GF,MS**

NETWORKS FACE UNCERTAIN SCATTER MARKET

The big question facing the three networks and Fox is: How bad will the fourth-quarter scatter market be? If the current read is right, the networks and Fox may have to endure a rerun of last year's fourth-quarter scatter market when prices were off 20%-40% compared to upfront prices. Certainly, the third quarter has given no indication that relief is around the corner. Scatter prices are currently 22%-25% below 1990 upfront rates.

"If you think the upfront was soft, you ain't seen nothing yet when it comes to scatter," said one media buyer. Although it is difficult to estimate how much inventory in dollars the networks have to sell without knowing what the unit rates will be, some media buyers have valued the networks' inventory in all dayparts in the $300-million range.

ABC took the big gamble in upfront. The network wrote less upfront business and discounted less than CBS, NBC and Fox and, as a result, still has 30%-35% of its prime time inventory to sell. CBS is said to have sold upwards of 80% of its prime time inventory and NBC about 75%. Fox, like ABC, did not write as much business and probably also sold about 65% to 70% of inventory, but Fox also does not have as much inventory to sell as the other networks.

The networks and Fox are also hoping that advertisers that stayed out of the upfront may come to the table in the fourth quarter. That may not be as unrealistic a wish as it sounds. Some advertisers, media buyers said, held back on upfront spending in hopes of an opportunistic scatter market despite the appealing network upfront discounts. A few media buyers also argue that the prices for scatter in the fourth quarter cannot—whether the economy turns around or not—dip much lower than upfront rates.

"If there will be a quarter that will be priced closer to parity with the [1991] upfront, it will be the fourth quarter," said Steve Grubbs, senior vice president, BBDO, adding that "the networks sold [roughly] the same amount of inventory in the upfront at lowered costs. If scatter is as weak as last year, even then the discounts will not be as deep." Also, the networks could again pull dollars out of cable, syndication and spot budgets if their pricing is comparable.

It will be at least another month until it is possible to guess who had the best upfront selling strategy. ABC is clearly taking a risk that the economy will turn around or that advertisers will have money to spend in the fourth quarter. Jake Keever, executive vice president, sales, ABC, said he has seen "several budgets coming in larger than last year, in the fourth quarter."

Opinions are mixed on first-quarter 1992. No official read will likely be available until mid-November, when advertisers decide whether to exercise their options on upfront buys made in June.

For the first time in recent history, many syndicators will also be participating in the scatter market. Most of the sellers of syndicated programing like to leave little, if any, inventory for the scatter market. However, this year, even the syndicators of top programing were only able to sell, according to industry estimates, about 75% of their inventory. If the network scatter market resembles last year's fourth quarter, the syndicators will most likely feel the pinch. Said one syndication executive: "If you can buy network at $5 per household and the syndicators sell it at $3.50, the advertiser may not care. Network is so efficient, it does not matter what price you are selling [syndication] at. If network pricing is comparable, no one wants it." **–JF**

WESTWOOD, SHERIDAN POST GAINS IN RADAR 43

Just-released RADAR 43 results show that network radio reaches 72% of persons aged 12 and over in the U.S. (147 million people, on a projected basis). Compared to RADAR 42, which was released last February (RADAR results are released twice a year), the audiences for all networks measured by RADAR increased 4.9%. RADAR 43 represents the second report reflecting all the changes in network radio over the last 24 months (BROADCASTING, Feb. 25). With the new makeup in place, the networks continue to show the strength in numbers they were hoping to achieve. Westwood One's networks posted the biggest audience gains, and ABC's Paul Harvey continued to dominate the list of top 10 network radio shows, with ABC recording a clean sweep with all 10, and 19 of the top 20.

ABC's Prime network ranks first in the report in average quarter-hour share, Monday-Sunday, 6 a.m. to 7 p.m., network audiences to all commercials, persons aged 12-plus, 18-plus and adults 25-54. Westwood/Mutual again ranked second overall in the same three categories; third place in all three categories belongs to ABC's Platinum.

Westwood One's Source posted increases of 31.1%, 32.1% and 29.1% in the three demographic categories, persons 12-plus, adults 18-plus and adults 25-54, respectively. Sheridan Broadcasting, the second biggest gainer, posted increases of 15.2% (persons 12-plus), 15.8% (adults 18-plus) and 16.7% (adults 25-54). Out of 16 radio networks in RADAR 43, only three declined: Unistar's Power (decreased 0.9%); ABC's Excel (3.2%) and National Black Network (5.5%).

CBS Spectrum Radio maintained its number-five rank in all three categories, posting slight increases of 0.7% (12-plus), 2.0% (18-plus) and 2.8% (adults 25-54). CBS Radio Network also retained its overall rank of ninth in all three categories.

The breakout for average quarter-hour numbers by network, Monday-Sunday, 6 a.m. to 7 p.m., adults aged 18 and older, was: ABC Prime, 5,165,000 listeners; Westwood/Mutual, 3,297,000; ABC Platinum, 2,696,000; Unistar Super, 2,283,000; CBS Spectrum, 2,268,000; Unistar Ultimate, 2,117,000; ABC Genesis, 2,029,000; W.O.N.E., 1,853,000; CBS Radio Network, 1,704,000; Westwood/NBC, 1,483,000; Westwood/Source, 1,445,000; Unistar Power, 1,137,000; ABC Excel, 1,081,000; ABC Galaxy, 952,000; Sheridan, 389,000, and National Black Network, 274,000.

Unistar's Ultimate network posted the biggest gains for the company, increasing listeners by 7.2% in the adults 25-54 demographic. Super and Power showed gains of 1.2% and 1.5%, respectively, in the same category. In the 12-plus category, Ultimate increased by 3.3%, Super by 1.7% and Power showed a slight decrease of 0.9%. In the adults 18-plus category, Super increased by 1.8%, Ultimate by 2.5% and Power 0.3%.

National Black Network posted the biggest losses in all three categories, declining 5.5% (12-plus), 6.8% (18-plus) and 10.5% (adults 25-54).

The top five positions for news personalities in network radio, total persons aged 12 and older, average audience, went to Paul Harvey: news, Monday-Friday (M-F), 8:30 a.m., 6,243,000 listeners; news, M-F, 12:06 p.m., 4,640,000; *The Rest of the Story*, Saturday, 8:30 a.m., 3,705,000; news, Saturday, 11:10 a.m., 2,998,000, and *The Rest of the Story*, M-F, 3:06 p.m., 2,922,000.

CBS's *Osgood File* ranked in the top 20; all other slots belonged to ABC. *Osgood* came in 20th, M-F, 7:25 a.m., 2,307,000 listeners.

There were few surprises in the top 20 network radio programs, network audiences to commercials, within programs, persons aged 12-plus. The top 10 breakdown was: *Paul Harvey News and Comment*, M-F, 8:30 a.m., 6,243,000; *Paul Harvey News and Comment*, M-F, 12:06, 4,640,000; *ABC Prime News*, M-F, 7 a.m., 3,913,000; *Paul Harvey's The Rest of the Story*, Saturday, 8:30 a.m., 3,705,000; *ABC Prime News*, M-F, 8 a.m., 3,675,000; *Paul Harvey News and Comment*, Saturday, 11:10 a.m., 2,998,000; *ABC Platinum News/Music*, M-F, 8 a.m., 2,952,000; *Paul Harvey's The Rest of the Story*, M-F, 3:06 p.m., 2,922,000; *ABC Prime News*, M-F, 9 a.m., 2,884,000, and *ABC Prime News*, M-F, 6 a.m., 2,792,000.

Programs ranked 11-20 were broken down as follows: *ABC Prime News*, Saturday, 8 a.m., 2,661,000; *ABC Platinum News/Music*, M-F, 10 a.m., 2,653,000; *ABC Prime News*, M-F, 10 a.m., 2,644,000; *ABC Platinum News/Music*, M-F, 9 a.m., 2,629,000; *ABC Prime News*, Saturday, 9 a.m., 2,471,000; *ABC Prime News*, Saturday, 7 a.m., 2,423,000; *ABC Platinum News/Music*, M-F, 10:30 a.m., 2,417,000; *ABC Prime News*, M-F, 11 a.m., 2,409,000, and *ABC Prime News*, Saturday, 10 a.m., 2,328,000 listeners.

This information was provided by ABC Radio Networks, CBS Radio Networks and Westwood One. Also measured by RADAR are Unistar, National Black Network and Sheridan. RADAR results are delivered by New Jersey-based Statistical Research Inc. —LC

RADAR 43—SPRING 1991

Volume 2, network audiences to all commercials
Average quarter-hour summary by network, Mon.-Sun. 6 a.m.-7 p.m.

Network	*Total persons 12+*	*Rank*	*Network*	*Adults 25-54*	*Rank*
ABC Prime	**5,258,000**	**1**	**ABC Prime**	**2,993,000**	**1**
Westwood/Mutual	**3,380,000**	**2**	**Westwood/Mutual**	**1,847,000**	**2**
ABC Platinum	**2,800,000**	**3**	**ABC Platinum**	**1,475,000**	**3**
ABC Genesis	**2,475,000**	**4**	**ABC Genesis**	**1,348,000**	**4**
CBS Spectrum	**2,361,000**	**5**	**CBS Spectrum**	**1,326,000**	**5**
Unistar Super	**2,346,000**	**6**	**Unistar Super**	**1,313,000**	**6**
Unistar Ultimate	**2,183,000**	**7**	**Unistar Ultimate**	**1,251,000**	**7**
W.O.N.E.	**1,894,000**	**8**	**W.O.N.E.**	**1,051,000**	**8**
CBS Radio Net.	**1,721,000**	**9**	**Westwood/Source**	**958,000**	**9**
Westwood/Source	**1,613,000**	**10**	**Unistar Power**	**822,000**	**10**
Westwood/NBC	**1,524,000**	**11**	**CBS Radio Net.**	**821,000**	**11**
Unistar Power	**1,254,000**	**12**	**Westwood/NBC**	**806,000**	**12**
ABC Excel	**1,213,000**	**13**	**ABC Excel**	**774,000**	**13**
ABC Galaxy	**1,024,000**	**14**	**ABC Galaxy**	**532,000**	**14**
Sheridan	**424,000**	**15**	**Sheridan**	**237,000**	**15**
National Black	**292,000**	**16**	**National Black**	**171,000**	**16**

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 8/5	ABC 8.7 / 16			NFL Pre-Season Football—Buffalo vs. NY Giants (49) [8.7 / 16] 7.3 / 15	8.0 / 15	9.3 / 17	8.9 / 15	9.6 / 17	9.6 / 17
	CBS 12.0 / 22			Evening (33) Shade 9.8 / 19	Major (23) Dad 10.4 / 19	Murphy (6) Brown 12.6 / 22	Designing (3) Wmn. 13.5 / 23	Northem Exposure (4) [12.8 / 23] 13.1 / 23	12.4 / 23
	NBC 9.2 / 17			Fresh (34) Prince 9.6 / 19	A Different (36) World 9.5 / 18	NBC Monday Night Movie—Rage of Angels Pt. 2 (43) [9.0 / 16] 8.5 / 15	8.6 / 14	9.1 / 16	9.6 / 18
	FOX 5.8 / 10			Fox Night at the Movies—The Sure Thing (74) [5.8 / 10] 5.0 / 10	5.7 / 11	6.1 / 11	6.5 / 11		
TUESDAY	ABC 8.7 / 16			Who's the (44) Boss 8.9 / 18	Cocoanut (58) Downs 7.5 / 14	Roseanne (8) 12.2 / 22	Coach (21) 10.7 / 18	Thirtysomething (69) [6.3 / 12] 6.2 / 11	6.3 / 12
	CBS 10.6 / 20			Rescue: 911 (31) [9.9 / 19] 9.2 / 18	10.6 / 20	CBS Tuesday Night Movie—Beverly Hills Cop 2 (16) [11.0 / 20] 8.6 / 15	10.0/ 17	12.7 / 23	12.7 / 24
	NBC 10.1 / 19			Matlock (29) [10.2 / 20] 9.7 / 19	10.7 / 20	Heat of the Night (12) [11.1 / 19] 10.8 / 19	11.3 / 19	Law and Order (42) [9.1 / 17] 9.4 / 17	8.8 / 17
WEDNESDAY 8/7	ABC 8.8 / 17			Wonder (41) Years 9.2 / 19	Growing (25) Pains 10.3 / 20	Doogie H. (25) M.D. 10.3 / 19	Davis Rules (36) 9.5 / 17	Anything (63) B. Love 6.9 / 13	Married (67) People 6.5 / 13
	CBS 8.4 / 16			Police (69) Squad! 6.3 / 13	Morton & (85) Hayes 4.5 / 9	Jake and the Fatman (44) [8.9 / 16] 8.2 / 15	9.7 / 17	48 Hours (20) [10.9 / 20] 10.9 / 20	10.8 / 21
	NBC 9.8 / 18			Unsolved Mysteries (7) [12.4 / 25] 11.4 / 23	13.3 / 25	Night (34) Court 9.6 / 17	Seinfeld (51) 8.5 / 15	Quantum Leap (56) [7.9/ 15] 7.7 / 14	8.0 / 15
THURSDAY 8/8	ABC 8.1 / 15			Gabriel's Fire (73) [5.9 / 12] 5.9 / 12	5.8 / 11	Father Dowling (64) [6.8 / 12] 6.4 / 11	7.2 / 12	Primetime Live (11) [11.6 / 21] 11.3 / 20	12.0 / 23
	CBS 7.8 / 14			Top Cops (44) [8.9 / 18] 8.3 / 17	9.4 / 18	Trials of Rosie (67) [6.5 / 11] O'Neill 6.4 / 11	6.5 / 11	S. King's Golden Years (55) [8.0 / 15] 8.1 / 14	7.9 / 15
	NBC 10.5 / 20			Cosby (30) 10.0 / 20	A Different (16) World 11.0 / 21	Cheers (2) 13.9 / 25	Wings (12) 11.1 / 19	L.A. Law (50) [8.6 / 16] 8.6 / 15	8.6 / 16
	FOX 9.7 / 18			Simpsons (39) 9.4 / 19	True (60) Colors 7.2 / 14	Beverly Hills 90210 (12) [11.1 / 19] 10.4 / 18	11.7 / 20		
FRIDAY 8/9	ABC 10.7 / 22			Full House (16) 11.0 / 20	Family (10) Matters 11.7 /24	Perfect (25) Strang. 10.3/21	Hi Honey I'm (44) Home 8.9 / 18	20/20 (16) [11.0 / 22] 11.0 / 22	11.0 / 23
	CBS 7.8 / 16			Fantastic (52) Facts 8.4 / 18	Primetime (64) Pets 6.8 / 14	CBS Friday Night Movie—Pair of Aces (56) [7.9 / 16] 7.2 / 15	7.7 / 15	8.3 / 16	8.6 / 18
	NBC 6.1 / 13			NBC Movie of the Week—Joshua's Heart (69) [6.3 / 13] 5.2 / 11	5.8 / 12	6.9 / 14	7.4 / 15	Hunter (74) [5.8 / 12] 6.0 / 12	5.6/ 12
	FOX 5.1 / 11			America's Most (78) [5.3 / 11] Wanted 4.8 / 10	5.9 / 12	Marilyn:Something-Give (82) [4.8 / 10] 4.6 / 9	4.9 / 10		
SATURDAY 8/10	ABC 6.5 / 14			Young Riders (82) [4.8 / 11] 4.5 / 11	5.1 / 11	ABC Saturday Night Movie—Perfect People (59) [7.4 / 16] 5.8 / 12	7.1 / 15	8.3 / 17	8.5 / 18
	CBS 4.7 / 10			Claws (91) 3.4 / 8	Vidiots (93) 2.6 / 6	NFL Pre-Season Football—NY Giants vs. Cleveland Browns (76) [5.7 / 13] 4.5 / 10	5.3 / 11	6.1 / 13	6.4 / 14
	NBC 8.4 / 18			Golden (52) Girls 8.4 / 20	Golden Girls (39) Special 9.4 / 21	Empty (21) Nest 10.7 / 23	Dear John (52) 8.4 / 18	Sisters (66) [6.7 / 14] 6.7 / 14	6.8 / 15
	FOX 5.5 / 12			Cops (72) 6.1 / 14	Cops 2 (62) 7.0 / 16	Totally Hdn. (82) Video 4.8 / 10	Babes (88) 3.9 / 8		
SUNDAY 8/11	ABC 10.2 / 19	Life Goes On (81) [5.1 / 11] 4.5 / 10	5.7 / 12	Am. Fun. (31) Videos 9.9 / 20	Am. Fun. (23) People 10.4 / 20	ABC Sunday Night Movie—Commando (4) [12.8 / 22] 11.4 / 20	12.7 / 22	14.0 / 24	13.4 / 24
	CBS 12.2 / 23	60 Minutes (1) [16.1 / 36] 15.0 / 34	17.1 / 37	Murder, She Wrote (9) [12.1 / 24] 11.8 / 24	12.5 / 24	CBS Sunday Night Movie—The Stranger Within (25) [10.3 / 18] 10.1 / 18	10.1 / 17	10.3 / 18	10.5 / 19
	NBC 7.5 / 14	Ferris (89) Bueller 3.5 / 8	Parent- (92) hood 2.7/ 6	Expose (86) 4.3 / 9	Real Life (78) J. Pauley 5.3 / 10	NBC Sunday Night Movie—P. Mason: Case All-Star Assassin (12) [11.1 / 19] 10.2 / 18	11.1 / 19	11.6 / 20	11.6 / 21
	FOX 6.2 / 12	Total. Hid (89) Video 3.5 / 8	Parker (87) Lewis 4.2 / 9	In Living (61) Color 7.1 / 14	Get A Life (78) 5.3 / 10	Married w/ (44) Children 8.9 / 16	Married w/ (36) Children 9.5 / 16	Sunday Comics (77) [5.6 / 10] 5.7 / 10	5.5 / 10

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 8.9 / 17	CBS 9.2 / 18	NBC 8.7 / 17	FOX 6.4 / 12
SEASON PRIME TIME AVERAGE	ABC 11.4 / 20	CBS 11.4 / 20	NBC 11.6 / 20	FOX 6.2 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

BUSINESS

ABC CUTS TV AFFILIATE COMPENSATION

Reduction estimated at $11 million; future hourly rate to be determined by formula based on household delivery; affiliates protest

ABC announced several compensation changes last week that together could reduce the total amount given annually to affiliates by roughly $11 million, or 10% of the current $110 million total. The move was surprising, since ABC's prior restraint in cutting compensation had been rewarded with fewer prime time schedule preemptions, which are down 38% since 1988. The announcement drew an immediate negative response from the ABC Television Affiliates Association.

Most of the dollar reduction would come from cutting the hourly rate percentage applicable to *World News Tonight*. The current compensation rate, which averages close to 25% of the hourly rate, will be cut to 10%, closer to the 10% and 15% rates of the other two networks, said ABC affiliate relations executive vice president George Newi. To adjust for the fact that stations in the mountain and central time zones will lose less—they currently have a lower compensation rate for the newscast—they will also lose two percentage points from their prime time rate.

From the point of view of the affiliates, however, the worst change may be ABC's decision to tie each station's hourly rate to its delivery of prime time households, a formula similar to that adopted earlier by NBC. Peter Desnoes, chairman of the ABC affiliates association, said the new formula is unfair because ABC has not lost revenue despite declining household delivery. The formula, said Desnoes, effectively locks at 1991 levels the value to affiliates of a TV household: "If ABC were to an-

SECOND-QUARTER EARNINGS-PROFITS REPORT FOR TV AD CATEGORIES

Category	% Chg. Revenue	% Chg. Profit	% of total 1990 network advertising	% of total 1990 spot* advertising
Airlines	7%	-97%	0.9%	2.4%
Automotive	-10%	loss	17.3%	25.3%
Banks, S&Ls	-7%	loss	.09%	3.1%
Beverages	7%	9%	4.6%	7.2%
Financial Services	8%	25%	0.5%	0.4%
Insurance	3%	15%	1.7%	2.1%
Hotels & Motels	9%	2%	0.3%	2.2%
Office Equipment	loss	1.4%	0.3%	
Retail	9%	27%	2.4%	5.0%
Restaurants	2%	5%	6.1%	14.5%

* National, regional and local. Source for category revenue and profit: *Business Week*. Source for advertising percentages: Arbitron's Broadcast Advertiser Reports and Television Bureau of Advertising (TVB).

The second-quarter revenue and profit picture for some of television's major advertising categories was mixed, and although some areas were up compared to a year ago, not all analysts that follow those industries are sure that positive reports translate into bigger advertising budgets. In fact, few are expecting advertising increases for most of the categories shown above.

The automotive category, which in 1990 accounted for 17% of all network advertising and 25% of local spot advertising, is still feeling the sting of the recession, as second-quarter totals indicate. Joseph Phillippi, analyst, Shearson Lehman Hutton, said he "suspects that advertising budgets are down" at Chrysler, General Motors and Ford. General Motors and Chrysler have both done large cross-media packages and are, Phillippi said, spending smarter. "Clearly this [advertising] is an area where the bean counters look and ask where they can spend less and get almost as much bang for the buck."

How consolidation in the airline business will impact advertising remains to be seen, but in 1970 promotion/advertising costs for U.S. airlines were 2.7% of all operating costs, and through the second quarter of 1991 that declined to 2.4%, according to the Air Transport Association of America. Kidder, Peabody analyst Samuel Buttrick said Delta's acquisition of Pan-Am's shuttle and several international routes may require extra advertising to "educate the consumer on the transition process." However, when it comes to advertising special rates or discounts, it is print that sees an increase, not TV, he said.

Although travel and tourism have been off in several states, revenue and profit were up for hotels and motels. Once again, that may not translate into more advertising dollars. "Travel," said Merrill Lynch analyst Harold Vogel, "has been rather weak, and it seems to me that these companies will try to sustain ad budgets. It is unlikely to become much more aggressive." Fortunately for broadcasters, hotel and motel advertising accounted for less than 1% of all network advertising and only 2.2% of spot and local advertising in 1990.

Beverage companies spent a little more on TV, and a combination of beer and soft-drink companies reported single-digit growth for second-quarter 1991. In 1990, beverage advertising accounted for 4.6% of all network advertising and 7.2% of national and local spot advertising. Brown Brothers Harriman analyst Jay Nelson does not expect those numbers to increase much this year: "Both Coke and Pepsi have raised the noise level pretty high, but it has slowed." As for beer, Nelson said smaller breweries have been reducing spending, and while beer advertising remains heavy, concern over commercial regulation may check growth revenue, at least for now. **-JF**

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KVSO(AM)-KKAJ(FM) Ardmore, Okla. □ Sold by Sunburst Broadcasting Inc. to Carter County Broadcasting Inc. for $1,276,592 in assumption of debt. **Seller** is headed by Patrick J. Nugent, who is 80% shareholder in Nugent Broadcasting, licensee of KCTI(AM) Gonzales, Tex., and 75% shareholder of Gonzales Broadcasting, licensee of KPJN(FM) Gonzales. **Buyer**'s stock is 100% owned by First National Bank of Yorktown, Tex. Principals Lou Evans Gips, David P. Styra and Robert B. Eyhorn Jr. are chairman, vice president and director, respectively, of bank. Family Financial Institution Inc., 86% shareholder of First National Bank of Yorktown, through trusts owns interests in LBJ Co., licensee of KLBJ-AM-FM Austin, Tex. KVSO is fulltimer with oldies format on 1240 khz and 1 kw. KKAJ has country format on 95.7 mhz with 100 kw and antenna 450 feet above average terrain.

KRVV-FM Bastrop (Monroe), La. □ Sold by My Cue Broadcasting Inc. to Holladay Broadcasting of Louisiana Inc. for $1,035,891. Terms: $40,000 cash at closing, $10,000 earnest money deposit, $735,891 in assumption of debt and $250,000 noninterest-bearing note. **Seller** is headed by Billy Edmundson and is also licensee of KMYQ(AM) Bastrop, La. **Buyer** is headed by Clay E. Holladay, and is 100% owner of Holladay Broadcasting Co. Inc., licensee of WYZB(FM) Mary Esther, Fla. KRVV-FM has adult, classic rock format on 100.1 mhz with 50 kw and antenna 150 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$330,000** □ **4**
FM's □ **$3,405,891** □ **9**
AM-FM's □ **$1,276,592** □ **1**
TV's □ **$0** □ **0**
Total □ **$4,012,483** □ **14**

Year to Date:
AM's □ **$57,103,480** □ **176**
FM's □ **$139,305,646** □ **170**
AM-FM's □ **$159,299,179** □ **119**
TV's □ **$730,299,000** □ **53**
Total □ **$1,085,007,305** □ **518**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KBCM(FM) Yankton, S.D. □ Sold by Flagship Communications Ltd. to Park Broadcasting of the Midwest for $675,000. KBCM(FM) will form combo with Park's WNAX(AM) Yankton. **Seller** is headed by Bob Barron and has interest in KSCJ(AM) Sioux City, Iowa. **Buyer** is subsidiary of Park Communications, which is headed by Roy H. Park. Park Communications has interest in WBMG(TV) Birmingham, Ala.; KWLO(AM)-KFMW(FM) Waterloo, Iowa; KJJO-AM-FM St. Louis Park, Minn.; WPAT-AM-FM Paterson, N.J.; WHEN(AM)-WRHP(FM) Syracuse and WUTR(TV) Utica, both New York; WNCT-AM-FM-TV Greenville, N.C.; KWJJ-AM-FM Portland, Ore.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-AM-FM-TV Richmond and WSLS-TV Roanoke, both Virginia, and KEZX-AM-FM Seattle. KBCM(FM) has country format on 104.1 mhz with 100 kw and antenna 430 feet above average terrain. *Broker: Jorgenson, Chapin & Co.*

KSUX(FM) Winnebago, Neb. (Sioux City, Iowa) □ Sold by Gary L. Violet to Flagship Communications for $450,000. KSUX(FM) will form combo with Flagship's KSCJ(AM) Sioux City. **Seller** recently sold his interest in KSPG(AM)-KBUZ(FM) El Dorado, Kan., for $1.05 million to New Life Fellowship Inc. ("Changing Hands," Aug. 5). Violet is applicant for new FM at Clearwater, Kan. **Buyer** is headed by Bob Barron and is selling KBCM(FM) Yankton, S.D. (see above). KSUX(FM) has country format on 105.7 mhz with 1.4 kw and antenna 1,568 feet above average terrain. *Broker: Jorgenson, Chapin & Co.*

WWOC(FM) Avalon, N.J. □ Sold by Group Six Communications Inc. to Ocean Media Inc. for $400,000, including $50,000 three-year noncompete covenant. **Seller** is headed by Lawrence P. Herbster. Ronald Townsend, principal of Group Six Communications, is vice president of Gannett Co. Inc.'s subsidiary's licensees of eight TV's in top 60 markets. **Buyer** is headed by Sid Friedman, who is employed as director of International Electronic Journalism, NBC News. Friedman also has interests in licensee of WDMV(AM) Pocomoke City, Md., and is 20% shareholder of Webb Broadcasting Inc., applicant for new FM in Ocean City, Md. WWOC has easy-listening format on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

WGEC(FM) Springfield (Savannah), Ga. □ Sold by Christian Enterprises Inc. to Country Time Broadcasting for $390,000. Terms: $110,000 cash at closing, $25,000

CLOSED!

The sale of **WVGO-FM,** Richmond, Virginia by **Daytona Group of Virginia,** Norman S. Drubner, Principal to **Benchmark Communications,** Joe Mathias, Phillip Rainwater and Bruce Spector, Partners for **$4,000,000.**

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of WWOR-TV. (MM docket 88-382 by ID on Remand [FCC 91D-34] adopted July 3 by ALJ Richard L. Sippel.)

■ **Bay Shore, NY** Upheld grant of Shore Media Inc.'s application for new FM on channel 276 and dismissed petition for review and denied petition for reconsideration filed by Long Island Music Broadcasting Corporation (LIMBC). (MM docket 87-246, Report No. MM-558, Mass Media Action, July 12 by MO&O [FCC 91-219].)

■ **Shirley, Ridge and Southampton, all New York** Designated for hearing mutually exclusive applications of Sacred Heart University Inc., Long Island Educational TV Council Inc. and Long Island University for new noncommercial educational facilities at Shirley and Ridge, respectively, and for modification of WPBX(FM) at Southampton. (MM docket 91-206 by Order [DA 91-834] adopted June 28 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Yadkinville and Greensboro, both North Carolina** Dismissed Triad Network, Inc.'s appeal of Memorandum Opinion and Order released June 19, which found Triad's counsel in conflict of interest in this proceeding concerning application of Palmetto Communications Company for construction permit to modify facilities of WDIX(AM) Yadkinville and Triad's application for new AM in Greensboro. (MM docket 89-357 by MO&O [FCC 91R-62] adopted July 8 by Review Board.)

■ **Cleveland** Upheld Bureau's action approving transfer of control of WKYC-TV from NBC to Multimedia Inc. over objections of AFTRA and NABET. (MM-565, Mass Media Action, by Commission July 30 by MO&O [FCC 91-242].)

■ **Huron, OH** FCC has overturned Review Board order remanding to ALJ proceeding involving five mutually exclusive applications for new FM on channel 241A. It also vacated an order by ALJ dismissing application of Luipold Broadcasting, Inc. (MM docket 88-86 by MO&O [FCC 91-198] adopted July 2 by Commission.)

■ **Hormigueros, PR** Dismissed with prejudice applications of Joseph Bahr, Guillermo A. Bonet, and Occidental Broadcasting Corporation and granted application of Renacer Broadcasters Corporation for new FM on channel 291A in Hormigueros. (MM docket 89-541 by ID [FCC 91D-40] adopted July 16 by ALJ Edward Luton.)

■ **Hanahan, Sumter and Wedgefield, all South Carolina** Renewed, over objections of various entities, licenses for stations WDXY(AM) Sumter and WIBZ(FM) Wedgefield were renewed unconditionally; and license of WAVF(FM) Hanahan was renewed for short-term and subject to reporting conditions. Additionally, WAVF was issued notice of apparent liability (NAL) for forfeiture of $13,000 for its repeated failures to comply with Commission's EEO provisions. (By MO&O and NAL [FCC 91-218] adopted July 11.)

■ **Kingstree, SC** Upheld initial decision concluding that Williamsburg County Broadcasting Corp. is unqualified to remain licensee of WKSP(AM) and ordering license to be revoked. (MM docket 88-536, Report No. DC-1930, by Commission August 1 by MO&O [FCC 91-255].)

■ **Rapid City, SD** Denied petition to rescind or revoke filed by Spitzer Communications Co. against substitution of channel 281C1 for channel 282C and modification of construction permit for Tom-Tom Communications Inc. in Rapid City. (MM docket 88-540 by MO&O [DA 91-886] adopted July 9 by Chief, Mass Media Bureau.)

■ **Killington, VT** Approved settlement agreement and dismissed with prejudice applications of Albert E. Gary, Mountain Broadcasting Limited Partners, and Elf Broadcasting Company; granted application of Killington Broadcasters Ltd. for construction permit for new FM on channel 287C2 at Killington. (MM docket 88-240 by SD [FCC 91D-36] adopted July 9 by ALJ Richard L. Sippel.)

■ **Crewe, VA** Ordered Southern Virginia Broadcasting Corp., former licensee of stations WSVS-AM-FM to forfeit $15,000 for repeated failures to comply with Commission's affirmative action provisions. (MM-562, July 12 by MO&O [FCC 91-221].)

■ **Richmond, VA** Upheld Review Board decision granting application of James River Communications Corporation for new FM on channel 266A. Weyburn Broadcasting Limited Partnership, Future Broadcast Limited Partnership, Virginia Commonwealth Limited Partnership and Witjo Broadcasting Inc. sought review of that decision. Commission also dismissed James River's conditional application for review of Board's decision. (MM docket 87-352, Report No. DC-1910, July 15 by Order [FCC 91-222].)

■ **Roanoke, VA** Resolved comparative issue in favor of Susan D. Brown and granted Brown's application for new FM on channel 287A, and denied competing application of Pamela R. Jones. (MM docket 90-295 by Summary Decision [FCC 91D-39] issued July 12 by ALJ Richard L. Sippel.)

ALLOCATIONS

■ **Gosnell, et al., AR, and Germantown, et al., TN** Effective September 9, allotment of channel 297A to Osceola, AR, as community's second local FM transmission service; filing window: September 9-October 9. (MM docket 87-619 by MO&O [DA-91-920] adopted July 22 by Assistant Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Edgewater, FL** Effective September 9, substitution of channel 226C3 for channel 226A and conditional modification of de Horo Radio Ltd.'s construction permit, accordingly. (MM docket 91-117 by R&O [DA 91-918] adopted July 17 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **West Palm Beach, FL** Effective September 9, substitution of channel 221C3 for channel 221A and conditional modification of license for WNGS(FM) accordingly. (MM docket 91-74 by R&O [DA 91-914] adopted July 11 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Newton, IL** Effective September 9, substitution of channel 278B1 for channel 278A and conditional modification of construction permit for WIKK(FM) accordingly. (MM docket 91-123 by R&O [DA 91-916] adopted July 17 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Eagle Grove, IA** Effective September 5, allotment of channel 264C3 as community's first local FM service; filing window: September 6-October 7. (MM docket 91-4 by R&O [DA 91-883] adopted July 9 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Eldon, IA** Effective September 9, allotment of channel 282C3 as community's first local FM service; filing

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	**10,924**	**1,517**	**12,441**
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
■ Total TV	**1,479**	**204**	**1,683**
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
■ Total LPTV	**895**	**1,026**	**1,921**
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C 1[illegible]-1

Broadcasting Aug26

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60th Year 1991

TELEVISION / 24
Daytime drama: Networks bolster daypart; hardball ratings soft for CBS

RADIO / 29
Study asserts strength of urban format; DAB tops Radio 91 issues

BUSINESS / 45
Small business backers face big changes; cable gets serious about spot

CABLE / 33
Schools give good grades to cable; BMI, NCTA claim copyright victory

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Vol. 121 No. 9 $2.50

Broadcasters bristle over cable campaign

THIS WEEK

15 / AD FIGHT OVER RETRANSMISSION CONSENT

Broadcasters have weighed in with their own publicity campaign to counter cable's fight against retransmission consent. The effort consists mostly of ad slicks sent to stations by the NAB for use in local media. "Cable's claims in their ads"—for example, that having to pay broadcasters for their signals represents a 20% tax on consumers—"are as exaggerated as the prices they charge for their services," said one broadcasting executive. At the behest of the NCTA, cable systems launched a TV-newspaper-billstuffer campaign eight weeks ago, coupled with a national print campaign.

17 / HALF OF RADIO IN THE RED

A just-released survey of daytime AM, full-time AM, AM-FM combinations and standalone FM found that half of the radio stations in the country operated a pre-tax loss in 1990. The results are worse than last year, when only AM stations were in the red. The decline in profit came from the revenue side: expenses actually dropped for all groups between 1989 and 1990. Smaller stations—those with revenues under $5 million—fared worst.

18 / A COUP OF THEIR OWN

Extensive freedom of movement enjoyed by the international media in Moscow last week, and extensive commitment of resources by the networks, made for gripping video of the short-lived coup and praise for media coverage (page 18).

A willingness to commit their resources, combined with freedom of movement given the international press by coup leaders, helped the network news divisions pull off a coup of their own: high marks from media watchers and a hiatus from the gloom-and-doom talk of decline. The brevity of the event meant that the networks could make good on their commitment to stick with the story and still avoid big losses in ad revenues. CNN saw its ratings climb during coup coverage, jumping more than three times over their typical summer average. Network morning shows climbed a collective 18%. Also picking up audiences was drive time radio, which benefited from major events occurring when people were away from their TV's, on the way to work.

21 / PLEA TO KEEP CROSSOWNERSHIP BAN

An organization of network affiliates last week asked the FCC not to tamper with its ban on common ownership of a broadcast network and cable systems. The chairman and at least two commissioners—constituting a majority—may be ready to move against the prohibition, on which the agency received comments in 1988. Affiliates' worries include the possibility that an MSO owning both a network and a local system would block access to the system by competing network affiliates.

22 / CONSUMER REPORTS SCORES CABLE

A *Consumer Reports* survey on cable reports that satisfaction with the service is "the lowest the magazine has found in 16 years" of rating service industries. It cited overall dissatisfaction by one in four subscribers, and said: "Cable operators have been able to get away with poor service because they have a captive audience." Discovery Chairman John Hendricks took exception to the report: in a memo distributed to Capitol Hill, he pointed out the flip side—that 75% of subscribers are satisfied with service—and said, "Someone at *CR* should apologize."

24 / DECLINING DAYTIME

The three networks are shaking up programs and schedules in an attempt to arrest their decline in daytime fortunes. Once counted on for big profits that funded activities in other areas, network daytime revenues have dropped to the point where, as ABC describes it, "our [daytime] revenues in 1990 were less than our profits in 1984." Among the remedies being tried: reducing the daytime slate to five hours and programing more reality-based shows.

29 / BIG GROWTH FOR URBAN FORMAT

"We still hear about agency and client 'no black' dictates, either above board or couched in other terminology," says Interep's David Wakefield of market and format buying habits in radio. But an Interep study coming out next month shows that such discriminating buyers are missing out on the strongest growth market in radio: the Urban Contemporary format and its core black audience. For example, more than half of Urban's listeners fall into the 25-54 demographic; they are big purchasers of items like CD's and clothing, and their incomes are growing.

31 / HOST OF HOSTS

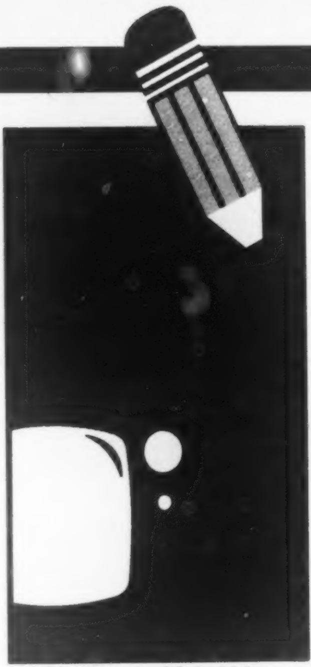
Several long-time radio talk show hosts have formed their own programing cooperative, the Independent Broadcasters Network, with production facilities in Clearwater, Fla. The group includes hosts Doug Stephan (who also serves as chairman), Sonny Bloch, Steve Weigner and others, and syndicated columnist Jack Anderson, who will pay for co-op services on an hourly, at-cost basis and share staff.

32 / GI READY FOR HDTV TEST

On the eve of receiving final certification to submit the first digital HDTV system to FCC testing, General Instrument last week made new claims for its DigiCipher and recommended more stringent testing requirements. Among GI's touted improvements: better interference rejection, powerful error correction coding, and significant movement toward the ability to place co-channel transmitters within the FCC-designated 100-mile maximum. At the same time, GI asked that the required nine days of taboo-channel-related tests be dropped to allow testing of not just one but two transmission modes—32 and 16 QAM.

33 / TEACHERS GIVE CABLE HIGH MARKS

Spokesmen for the educational community say that teachers and administrators consider cable in the classroom "a magnificent resource" and "a godsend." Many operators are active in wiring schools, and networks offer both classroom-specific shows and regular programing that teachers can incorporate in their curricula. In the works is a Learning Channel/National Education Association co-production called *Teacher Television*, a magazine-style program of news and teaching tips.



The oft-targeted-for-criticism cable industry is receiving high marks from one quarter—the educational community. Teachers and administrators say the "Cable in the Classroom" consortium and programers' offerings are a "godsend" (page 33).

34 / PAYING THE PIPER

A judge awarded $2 million to BMI in its suit against the Disney Channel and BET, holding that the cable programers had carried recorded material without authorization. Cable got a break, however, in the judge's ruling that a license held by a network covers rights through to the viewer, meaning that an operator does not have to acquire a separate license for music used by a programer.

45 / FEAR FOR FUNDING

Increased write-offs by SBA-overseen Small Business Investment Companies have broadcasters worried about the future of this important equity source. To waylay a federal bailout, regulators may toughen the SBIC's lending standards; options include requiring a higher equity-to-debt ratio and setting a top limit of $20 million in assets to qualify for funds.

47 / OPERATORS WANT BIGGER SPOT

Cable operators are looking to improve their share—currently a mere 1%—of the $8 billion advertising spot market. Hurdles to bigger business include the number of systems a client needs to hit in order to execute a buy, and problems in the delivery and verification of spots. The CableTelevision Advertising Bureau is looking into the issue and checking out new delivery technology like the "Ad-X" system, which employs satellite laser technology to transmit spots.

50 / NEW CHANNELS, OLD BROADCASTERS

The possibility that the FCC may restrict applications for newly created AM and HDTV (and possibly DAB) channels to incumbent broadcasters is raising legal and policy questions among media-watchers. The agency says such limits would effect a necessary thinning out of the AM band and allow currently operating TV stations to test HDTV while they maintain their conventional broadcasts. Critics say that, while the FCC has allowed incumbents to receive preferential treatment in the past, restricting applications solely to incumbents crosses a troublesome new line.

51 / EASE IN LENDING RULES URGED

Broadcasters and cable operators, often considered to be highly leveraged businesses and therefore risky prospects when it comes to borrowing, have asked banking regulators to ease the rules for defining their status. Many who filed comments favor dropping the debt-to-asset ratio test in favor of formulas that take into account cash flow and other indicators of solvency.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 8/12	ABC 10.4 / 19			NFL Pre-Season Football—L.A. Raiders vs. Dallas Cowboys (27) [10.4 / 19] 8.2 / 17	9.7 / 18	10.8 / 19	10.8 / 19	11.4 / 20	11.6 / 20
	CBS 13.1 / 23			Evening (28) Shade 10.3 / 20	Major (11) Dad 12.3 / 22	Murphy (5) Brown 14.1 / 24	Designing (3) Wmn. 14.5 / 24	Northern Exposure (6) [13.8 / 25] 14.2 / 25	13.3 / 24
	NBC 9.3 / 17			Fresh (30) Prince 10.2 / 20	Blossom (48) 8.9 / 16	NBC Monday Night Movie—Winnie (45) [9.2 / 16] 9.1 / 15	8.7 / 15	9.2 / 16	9.6 / 18
TUESDAY 8/13	ABC 11.8 / 22			Full (10) House 12.7 / 25	Who's the (8) Boss? 13.2 / 24	Roseanne (1) 15.7 / 27	Coach (9) 13.1 / 23	Thirtysomething (55) [8.0 / 15] 8.0 / 15	8.0 / 16
	CBS 9.4 / 17			Rescue: 911 (3[illegible]) [10.1 / 19] 9.5 / 19	10.6 / 19	CBS Tuesday Night Movie—The Face of Fear (46) [9.1 / 16] 8.3 / 15	8.6/ 15	9.7 / 18	10.0 / 19
	NBC 10.5 / 19			Matlock (33) [10.1 / 19] 9.7 / 19	10.5 / 19	Heat of the Night (17) [11.3 / 20] 10.9 / 19	11.7 / 20	Law and Order (30) [10.2 / 19] 10.3 / 19	10.1 / 20
WEDNESDAY 8/14	ABC 9.6 / 18			Wonder (38) Years 9.6 / 19	Growing (20) Pains 11.1 / 21	Doogie H. (20) M.D. 11.1 / 20	Davis Rules (30) 10.2 / 18	Anything (54) B. Love 8.2 / 15	Married (59) People 7.5 / 15
	CBS 8.5 / 17			Police (66) Squad! 6.8 / 14	Morton & (83) Hayes 4.6 / 9	Jake and the Fatman (43) [9.3 / 17] 8.6 / 16	10.0 / 18	48 Hours (25) [10.6 / 21] 10.5 / 20	10.6 / 21
	NBC 9.3 / 18			Unsolved Mysteries (17) [11.3 / 22] 10.6 / 21	11.9 / 22	Night (39) Court 9.5 / 17	Seinfeld (53) 8.3 / 15	Quantum Leap (57) [7.6 / 15] 7.5 / 14	7.7 / 15
THURSDAY 8/15	ABC 6.9 / 13			Victory and Valor: Special Olympics (77) [5.5 / 10] 5.4 / 11	5.7 / 11	5.2 / 9	5.5 / 10	Primetime Live (36) [9.7 / 18] 9.7 / 18	9.7 / 19
	CBS 8.1 / 15			Top Cops (48) [8.9 / 18] 6.4 / 17	9.4 / 18	Trials of Rosie (59) [7.5 / 13] O'Neill 6.8 / 12	8.1 / 14	S. King's Golden Years (55) [8.0 / 15] 8.0 / 15	8.0 / 16
	NBC 10.4 / 20			Cosby (20) 10.3 / 21	Blossom (36) 9.7 / 19	Cheers (7) 13.4 / 24	Wings (20) 11.1 / 20	L.A. Law (47) [9.0 / 17] 8.8 / 16	9.2 / 18
	FOX 8.9 / 17			Simpsons (48) 8.9 / 18	True Colors (67) 6.5 / 13	Beverly Hills 90210 (33) [10.1 / 18] 9.5 / 17	10.7 / 19		
FRIDAY 8/16	ABC 10.9 / 22			Family (26) Matters 10.5 / 24	Growing (16) Pains 11.4 /24	Perfect (23) Strang. 10.7/22	Hi Honey I'm (39) Home 9.5 / 19	20/20 (15) [11.5 / 23] 11.5 / 23	11.6 / 24
	CBS 7.0 / 15			Fantastic (63) Facts 7.1 / 16	Primetime (70) Pets 6.3 / 13	CBS Friday Night Movie—Go Toward the Light (62) [7.2 / 15] 6.1 / 13	6.7 / 14	7.8 / 16	8.3 / 17
	NBC 6.3 / 13			NBC Movie of the Week—The Abduction of Kari Swenson (72) [5.9 / 13] 4.5 / 10	4.8 / 10	6.5 / 13	7.5 / 15	Hunter (64) [7.0 / 14] 6.6 / 13	7.3 / 15
	FOX 4.3 / 9			America's Most (80) [5.0 / 11] Wanted 4.6 / 11	5.3 / 11	American Families (89) [3.5 / 7] 3.5 / 7	3.5 / 7		
SATURDAY 8/17	ABC 4.7 / 10			ABC Wd of Discovery (83) [4.6 / 10] 4.4 / 10	4.8 / 10	ABC Saturday Night Movie—What Price Victory (82) [4.8/ 10] 4.0 / 8	4.4 / 9	5.2 / 11	5.5 / 12
	CBS 6.2 / 13			Grand Ole Opry's Anniversary (65) [6.9 / 15] 5.5 / 13	6.5 / 14	7.4 / 15	8.0 / 16	Passion (79) 5.1 / 11	Acting (83) Sheriff 4.6 / 10
	NBC 8.8 / 19			Golden (51) Girls 8.8 / 20	Golden Girls (43) Special 9.3 / 20	Empty (23) Nest 10.7 / 22	Blossom (52) 8.7 / 18	Sisters (57) [7.6 / 16] 7.5 / 15	7.8 / 17
	FOX 6.0 / 12			Cops (73) 5.8 / 13	Cops 2 (67) 6.5 / 14	Totally Hdn. (78) Video 5.4 / 11	Best of the (71) Worst 6.1 / 12		
SUNDAY 8/18	ABC 11.5 / 22	Life Goes On (75) [5.7 / 13] 5.4 / 12	6.1 / 13	Am. Fun. (17) Videos 11.3 / 22	Am. Fun. (14) People 11.8 / 21	ABC Sunday Night Movie—Romancing the Stone (3) [14.5 / 26] 12.8 / 22	14.4 / 24	14.9 / 26	15.1 / 28
	CBS 12.9 / 24	60 Minutes (2) [14.9 / 33] 14.3 / 33	15.5 / 33	Murder, She Wrote (11) [12.3 / 23] 12.0 / 23	12.6 / 23	CBS Sunday Night Movie—Murder in Black and White (13) [12.2 / 21] 12.3 / 21	12.2 / 21	12.2 / 21	12.0 / 22
	NBC 5.3 / 10	Super Bloopers (90) [3.4 / 7] & Jokes 3.0 / 7	3.7 / 8	Expose (87) 4.1 / 8	Real Life (73) J. Pauley 5.8 / 11	NBC Sunday Night Movie—Fall From Grace (67) [6.5 / 11] 5.9 / 10	6.1 / 10	6.9 / 12	7.2 / 13
	FOX 6.3 / 12	Total. Hid (88) Video 3.9 / 9	Parker (83) Lewis 4.6 / 10	In Living (61) Color 7.4 / 14	Get A Life (75) 5.7 / 10	Married w/ (42) Children 9.4 / 16	Married w/ (39) Children 9.5 / 16	Sunday Comics (80) [5.0 / 9] 5.2 / 9	4.8 / 9

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 9.5 / 18	CBS 9.5 / 18	NBC 8.4 / 16	FOX 6.3 / 13
SEASON PRIME TIME AVERAGE	ABC 11.3 / 20	CBS 11.3 / 20	NBC 11.6 / 20	FOX 6.3 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

INTEREP STUDY PUSHES VALUE OF URBAN FORMAT

Radio called the best way to reach growing market of black consumers

A new study being prepared for publication next month by the Interep Radio Store in New York predicts that long-held prejudices and biases surrounding black radio listeners—who comprise over two-thirds of today's Urban Contemporary format audience—will begin to crumble once advertisers and agencies accept some marketing facts of life.

The study suggests that Urban Contemporary, and its core black audience, represent possibly the strongest growth market in radio over the next 10 years.

"We feel strongly that the black population represents a significant potential for virtually every product," explained Interep's Jeff Wakefield, executive vice president/director of research. "These people tend not to be reached by general market media as well as through Urban radio and a few other specialized media." Despite average household incomes lower than the general market, "blacks tend to 'overconsume'—they tend to buy more of certain products or categories than the general population," Wakefield said. Compared with all consumers at specific income levels, blacks tend to have much higher purchase indices than the general population. "These people represent a tremendous market for virtually every product," he noted.

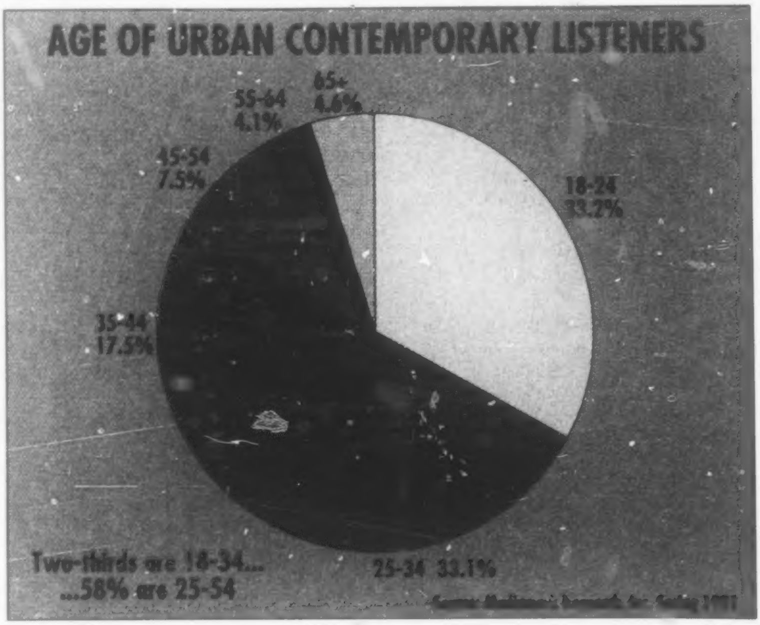
Wakefield said the purpose of the study was to dispel the biases some people might have about the Urban format and blacks. "We still hear about agency and client 'no-black' dictates, either above board or couched in other terminology," Wakefield said. "Fact is, the black segment of the U.S. population is growing by leaps and bounds, and they're 'new money.' " The importance of this, he said, is that individuals who have recently come into money tend to spend it. Also important: Blacks tend to spend much more time with radio, particularly Urban radio, than the general population. "To advertisers, they represent a very significant and attractive segment, one that really is not reached well by general media," Wakefield said.

According to the Interep Urban Contemporary study:

- 68.7% of Urban's cume audience is black, 27.3% is white.
- More than half (58%) of Urban listeners fall into the primary 25-54 target demo group (see chart).
- Almost half (45%) of Urban listeners' household incomes are in excess of $30,000 annually, and 18% are above $40,000.
- Annually, U[illegible] listeners represent purchases of 33.3 million compact discs, tapes and records; over $1 billion on home improvements; 13 million airplane trips; over $4 billion on groceries; $2.8 billion on clothing and $5 billion on gasoline.

Additionally, a black American sales presentation compiled by Interep indicates that the U.S. black population has grown 64% in the last 30 years, and now represents almost $250 billion in combined income. The median income of the black family has more than tripled in the last 20 years, from $6,279 in 1970 to $19,329 in 1990, and more than 25% of black families had household incomes of more than $30,000. Other highlights of the report:

- The percentage of black professionals is up sharply over the last 10 years; start-ups of black-owned businesses have increased more than twice as fast as for whites and college enrollment rates are increasing more than three times as fast for blacks as for whites.
- A higher percentage of black consumers intend to purchase major items than do white consumers, including cars and trucks, jewelry, video equipment, home appliances, stereo equipment, real estate and computers.
- Black consumers are more likely than the general population to see a movie in a theater, purchase domestic beer and frequent fast-food restaurants.
- Black radio listeners spend more time with radio than does the rest of the population (3:46 hours per day vs. 2:37 for whites and 2:23 for other groups), and are easily targeted with radio because of low crossover listening with general market formats. ■



CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KDGE(FM) Gainesville (Dallas), Tex. □ Sold by Allison Broadcast Group Inc. to Founders Media Group for $8.3 million. **Seller** is headed by Steve Allison, and is merging with buyer to form new company; it has no other broadcast interests. **Buyer** is subsidiary of Founders Equity Inc., headed by John Teeger, and is venture capital firm with interests in direct mail, industrial manufacturing and retailing. KDGE has new rock format on 94.5 mhz with 100 kw and antenna 2,000 feet above average terrain. *Broker: Norman Fischer & Associates Inc.*

KILJ-AM-FM Mt. Pleasant, Iowa □ Sold by KILJ Inc. to Mediacomm Inc. for $1.03 million. Terms: $10,000 cash at closing; $1 million, 25-year note payable at 10%, and $20,000 two-year noncompete covenant. **Seller** is headed by Paul L. Dennison and has no other broadcast interests. **Buyer** is headed by Michael L. Stoffregen and John Kuhens. Kuhens and wife, Mary S. Kuhens, are 11% shareholders of KILJ(AM). KILJ(AM) has modern C&W format on 1130 khz with 250 w day. KILJ-FM has MOR format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

WXLY(FM) North Charleston, S.C. □ Sold by North Charleston Radio Broadcasters Inc. to Bloomington Broadcasting Corp. for $1.1 million. **Seller** is wholly owned subsidiary of Bahakel Communications Ltd., which is headed by Cy N. Bahakel, and also owns six AM's, seven FM's and eight TV's. **Buyer** is headed by Timothy R. Ives and Davis U. Merwin, and owns WJBC(AM)-WBNQ(FM) Bloomington-Normal, Ill.; WKLQ(FM) Holland (Grand Rapids), Mich.; WTCB(FM) Orangeburg (Columbia), S.C., and WGOW(AM)-WSKZ(FM) Chattanooga and WJCW(AM)-WQUT(FM) Johnson City, both Tennessee. WXLY has oldies format on 102.5 mhz with 100 kw and antenna 1,040 feet above average terrain. *Broker: Gordon Rice Associates.*

For other proposed and approved sales see "For the Record," page 53.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$574,000** □ **5**

FM's □ **$8,577,000** □ **6**

AM-FM's □ **$1,032,500** □ **4**

TV's □ **$0** □ **1**

Total □ **$10,183,500** □ **16**

Year to Date:

AM's □ **$57,677,480** □ **181**

FM's □ **$147,882,646** □ **176**

AM-FM's □ **$160,331,679** □ **123**

TV's □ **$730,299,000** □ **54**

Total □ **$1,096,190,805** □ **534**

For 1990 total see Jan. 7, 1991 BROADCASTING.

Society BANK

A Continuing Commitment To The Radio Industry

Since 1941, Society Bank has been instrumental in meeting the financial needs of the Radio Industry. Today, Society's strong capital base and staff of experienced professionals enable us to continue to actively pursue financial opportunities in the broadcasting arena. Whether acquisition funding, refinancing of existing debt or lease financing, Society® can arrange a credit facility to meet your particular needs.
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Kathleen M. Mayher
Vice President And Manager
Communications Lending Division

SOCIETY NATIONAL BANK
800 Superior Avenue
Cleveland, Ohio 44114

■ **Bowdon, Griffin, Hogansville and Sparta, all Georgia** Effective September 30, allotted channel 288A to Bowdon as its first local service; denied counterproposals for substitutions at Griffin, Hogansvilie, and Sparta. Filing window for Bowdon: October 1-October 31. (MM docket 90-309 by R&O [DA 91-987] adopted August 2 by Chief, Allocations Branch.)

■ **Decorah, IA** Effective September 26, allotted channel 284A to Decorah. Filing window: September 27-October 28. (MM docket 90-620 by R&O [DA-953] adopted July 30 by Chief, Allocations Branch.)

■ **Menomonie and Spencer, both Wisconsin, and Waseca, MN** Effective September 30, substituted channel 221C3 for channel 221A at Wasca, and conditionally modified license of KOWO-FM accordingly; and channel 221C3 for channel 221A at Menomonie, and modified license of WMEQ-FM accordingly; and channel 222A for channel 221A at Spencer, and modified license of WOSX(FM) accordingly. (MM docket 89-137 by R&O [DA 91-986] adopted July 31 by Chief, Allocations Branch.)

FACILITIES CHANGES

Applicatio

AM's

■ **San Francisco** KCBS(AM) 740 khz—July 3 application for mod. of CP (BP890411AD) to augment nighttime pattern.

■ **Whitesburg, KY** WTCW(AM) 920 khz—July 3 application for CP to change TL: 1 km N of Mayking, KY, on Rte. 805, Whitesburg, KY; make changes in antenna system, 37 08 46N 82 46 01W.

■ **Lake Charles, LA** KAOK(AM) 1400 khz—July 30 application for CP to reduce power to 900 watts; change TL: 2.43 km, 52.3 DT from Mossville, LA, and make changes in antenna system.

■ **Dyersburg, TN** WDSG(AM) 1450 khz—Aug. 2 application for CP to change TL: Hwy. 78 N at Radio Rd., Dyersburg, TN; 36 04 14N 89 23 52W.

■ **Del Valle, TX** KIXL(AM) 970 khz—Aug. 5 application for mod. of CP (BP900518AH) to augment daytime pattern.

FM's

■ **Talladega, AL** WEYY-FM 92.7 mhz—July 30 application for CP to change ERP: 4 kw H&V.

■ **Davis, CA** KYLO(FM) 105.5 mhz—July 29 application for CP to change ERP: 2.8 kw H&V; ant.: 145 m.; change TL: tower located 4.3 km SE of Central Woodland, CA, at 106 degrees (T); change to channel 282A (per docket #89-98).

■ **Ledyard, CT** (no call letters) 106.5 mhz—Aug. 1 application for mod. of CP (BPH880714NL) to change ERP: 6 kw H&V; change ant.: 91 m.; TL: on W side of Rte. 117, 0.6 mi NW of junction of Church Hill Rd. at city landfill, Ledyard, CT.

■ **Key Largo, FL** WZMQ(FM) 103.9 mhz—July 25 application for mod. of CP (BPH840217AQ) to change ERP: 50 kw H&V; ant.: 71 m.; TL: off Hwy. 1, 2 km NE of Tavernier, FL; change to class C2 (per docket #90-446).

■ **Ashburn, GA** WFFM(FM) 105.7 mhz—Aug. 2 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Rome, GA** WQTU(FM) 102.3 mhz—July 29 application for CP to change ERP: 1.1 kw H&V; change antenna: 227 m.

■ **St. Simons Island, GA** WPFI(FM) 92.7 mhz—Aug. 2 application for CP to change ERP: 6 kw H&V.

■ **Westpoint, GA** WCJM(FM) 100.9 mhz—Aug. 1 application for CP to change ERP: 6.00 kw H&V; ant.: 54 m.; other: correct coordinates: 32 53 48N 85 09 24W.

■ **Storm Lake, IA** KAYL-FM 101.5 mhz—July 29 application for CP to change ant.: 122 m.; TL: US Hwy. 71, .8 mi E of Storm Lake. No change from existing information. This application is to correct information on file dating back to 1949. No actual construction is proposed.

■ **New Lexington, OH** WWJM(FM) 106.3 mhz—Aug. 5 application for CP to change ERP: 1.69 kw H&V; ant.: 191 m.; change TL: State Rte. 345, Clover Hill, OH.

■ **Harbeck-Fruitdale, OR** (no call letters) 98.3 mhz—July 29 application for mod. of license to increase ERP: .130 kw H&V (pursuant to docket #88-375).

■ **Volga, SD** KKQQ(FM) 102.3 mhz—July 31 application for CP to change ERP: 25 kw H&V; ant.: 74 m.; change class: C3.

■ **Santa Fe, TX** (no call letters) 90.5 mhz—July 29 application for mod. of CP (BPED80405MA) to change ERP: 6 kw H&V; change ant.: 185 m.; TL: near Stringtown and Nolen Rds., 12.9 km S of Alvin, TX.

■ **Salem, VA** WJLM(FM) 93.5 mhz—Aug. 1 application for mod. of license to increase ERP: 5.8 kw H&V (pursuant to docket #88-375).

■ **Tappahannock, VA** WRAR-FM 105.5 mhz—Aug. 1 application for mod. of CP (BPH900911HC) to change ERP: 6 kw H&V; change ant.: 100 m.; TL: approximately 1 km N of Richardson Creek; approximately .25 km S of State Rd. 615; Richmond County, VA.

■ **Portage, WI** WDDC(FM) 100.1 mhz—July 5 application for CP to change geographical coordinates: 43 31 42N 89 26 01W.

TV's

■ **Lewiston, ME** WWLA(TV) ch. 35—July 29 application for mod. of CP (BPCT850724KH) to change ERP: 500 kw (vis); ant.: 258 m; TL: 4 km S of Gray, ME; antenna: Dielectric TLP24M, (DA)(BT).

■ **Rocky Mount, NC** WRMY(TV) ch. 47—Aug. 5 application for mod. of CP (BPCT910419KI) to change ERP: 12.3 kw (vis); change ant.: 97 m; TL: State Rd. 1765, 401 Farm Rd., Rocky Mount. (35 57 03N 77 55 37W); antenna Scala SL-8, (DA)(BT).

■ **Lorain, OH** WUAB(TV) ch. 43—Aug. 7 application for CP to change ERP: 4680 kw (vis); ant.: 336 m; change TL: 4800 Bruening Dr., Parma, OH. (41 22 45N 81 43 12W); antenna: RCA TFU- 28DAS Trilobe, (DA)(BT).

■ **Charleston, SC** WCTP(TV) ch. 36—Aug. 7 appli-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	**10,943**	**1,539**	**12,482**
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	**1,482**	**202**	**1,684**
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
■ Total LPTV	**908**	**959**	**1,867**
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting ▱ Sep 2

Reaching over 117,000 readers every week

60th Year 1991

TELEVISION / 19

ABC hunts elusive football fans; 'Cheers' tops Emmy winners

RADIO / 24

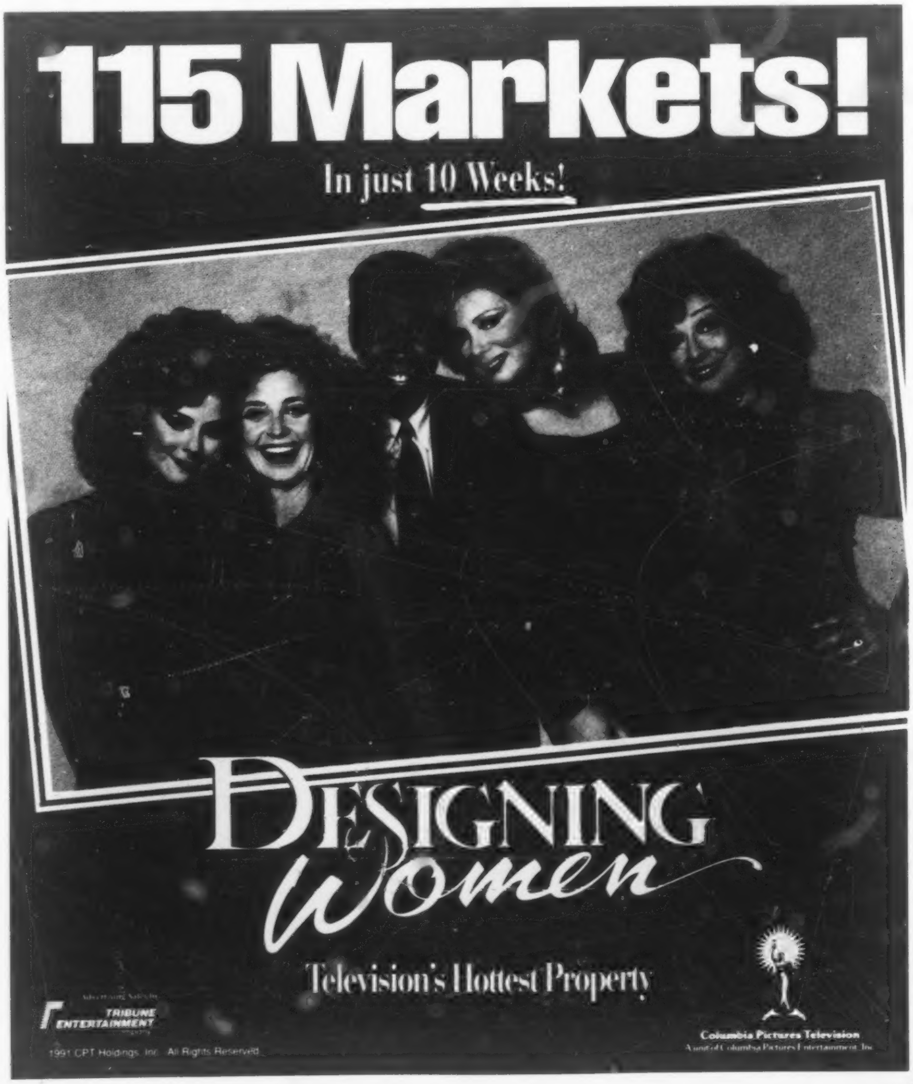
'Drive time' Soviet coup kept listeners tuned to their radios

BUSINESS / 31

Survey shows television's bottom line healthy through 1990, especially independents

CABLE / 27

Lifetime bolsters ratings with six original movies in 1991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Washington's fall season
◻
Green light for KCRA-TV's prime time precedent
◻
Kidvid reprieve

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THIS WEEK

11 / OK TO KCRA

The FCC last week approved, for purposes of a limited experiment, NBC affiliate KCRA-TV's request to move up its prime time schedule one hour and air the *Tonight* show at 10:35 p.m. The Sacramento, Calif. station's move could be the first step toward an earlier prime time by a growing number of affiliates that share KCRA-TV's hunch that early-to-bed, early-to-rise lifestyles of some viewers are demanding it.

11 / AD RESTRICTION DELAYED

In response to a CBS petition, the FCC is expected this week to delay ad time restrictions in children's programing until January 1992. The agency had earlier granted the extension only to independents, who argued that they would be unduly hurt by having to break pre-existing barter agreements during the high-volume fourth quarter. CBS argued that the selective extension put the networks at an unfair disadvantage.

11 / NBC FOR SALE?

Despite a firm denial by NBC, a rumor of its impending sale received wide circulation last week, thanks mostly to three factors: there was no good reason to spread a false story, since unlike most such rumors it would probably not drive up the company stock; GE Chairman Jack Welch has never denied plans to sell the network, and NBC's fortunes are slipping, which flies in the face of GE's intention to keep only businesses that are first or second in their industry.

Back to work: Congress and the FCC return to a full agenda in Washington this month (page 14).

13 / GOLDMAN NAMED AT PARAMOUNT

Steve Goldman has been named president of Paramount Domestic Television, responsible for domestic syndication as well as oversight of TVX Corp. He said that before he makes his own imprint on the company, his top priority is to see that the current shows maintain their positions.

14 / CAPITAL'S FALL SEASON

The FCC and the Hill launch their own fall season after an August recess. High on the roster: debating cable reregulation; improving the quality of AM by encouraging stations to spread out onto the newly available 1605-1705 khz band; HDTV simulcasting; reviewing the new fin-syn rules and relaunching an inquiry to come up with a position on telco entry into the TV business.

16 / COMPENSATION PLAN AT FOX

Fox network and affiliate board members worked out a compensation arrangement last week that calls for cuts only if the network shows improvement in the key 18-49 demo. If Fox shows no growth in that audience, then compensation will remain unchanged, but an improvement of six-tenths of a point or more could mean a cut of up to 50%.

17 / NO NFL PPV UNTIL AT LEAST '94

Originally hoping to soon test PPV in at least two markets and hinting at the possibility of NFL games on PPV as early as 1992, Commissioner Paul Tagliabue announced last week that there will be no games on PPV while current network contacts are in effect, i.e., until at least 1994. Talk of a test had touched off a series of letters between the commissioner and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who was concerned about games moving to pay TV.

17 / NEW RAB HEAD

The Radio Advertising Bureau ended a five-month search for a new president and CEO with its selection of Gary Fries, president of the Unistar Radio Network. Fries told BROADCASTING that he has no set course of action, but said the association "has to assume the leadership of the radio industry in the 1990's."

18 / UPI BANKRUPTCY

UPI's return to bankruptcy court last week was not unexpected, although the action belies the flurry of behind-the-scenes activity conducted to avert the move. Sources say a long list of foreign investors were approached, most of them news/communications organizations that could have complemented UPI's operations. But failure to find an American partner dissuaded the others and discouraged creditors.

18 / BROKER FOR AMATEUR VIDEO

In an effort to reduce

potential disputes over broadcast rights between amateur videographers and TV news organizations, marketing consultant and engineer Ron Brown has formed the Amateur Video News Network, a broker and clearinghouse for would-be newsgatherers and their footage. News organizations say they like the idea of dealing through a single source, but worry about turnaround time.

19 / GOING FOR THE EXTRA POINT

ABC, hoping to add a full rating point to the show, has asked Nielsen to measure out-of-home viewing of its popular *Monday Night Football*. Nielsen's first such survey, in November 1990, found that 2% of all viewing was done outside the home, and *MNF* was the top attraction.

20 / FOX SCORES WITH EMMY SHOW

The Aug. 25 Emmy Awards show, which saw a 50% improvement in its ratings over last year, gave Fox its biggest week yet. With a year left in its coverage contract, Fox is negotiating to put the network into a four-network Emmy show rotation. Fox will give up next year's rights in exchange for a place on the rota.

22 / START-UP'S BIG SUCCESS

A new station in Augusta, Ga.—Fox affiliate WFXG-TV—has combined promotion, counter-programing and good cable position to place third in its market, beating the local NBC affiliate and compiling what one rep firm called the best start for a new sign-on in 10 years.

27 / LIFETIME'S LIFELINE

Even though its original series programing has gotten off to a mixed start, Lifetime has managed a ratings gain over last year with the help of original movies. The three films produced so far this year averaged a 3.7 rating. Recognizing that "women at night tend not to watch television alone," Lifetime will be looking to increase its core female audience by attracting other members of the family.

28 / OLYMPIC CHANNEL-CROSSING

Marty Lafferty, vice president for NBC/Cablevision Systems' Olympic Triplecast, categorizes the cable industry into two groups: those who have been to Triplecast orientation and those who haven't. Standing by to help ease friction between systems and programers, Lafferty says, are not just NBC/Cablevision but the U.S. Olympic Committee too.

30 / GIVING UP THE GHOSTS

Five proponents of broadcast ghost-canceling technology have agreed to submit their hardware for testing beginning Sept. 16. The step represents a milestone in over-the-air picture-quality improvement that could, according to an NAB executive, "bring some additional technological parity" to broadcasters competing with cable TV. A potential hindrance is cost to the consumer.

31 / TV CASH FLOW

An annual survey reports healthy cash-flow margins for TV stations in 1990: 37% for affiliates and 17.5% for independents. The profit figures are particularly good for independents, more than half of which were showing negative cash flow just three years ago.

NFL has no plans for PPV until at least '94 (page 17); ABC measuring out-of-home viewing of "Monday Night Football" (page 19).

37 / RADIO SERVICES SHINE IN COUP

The performance of Voice of America and Radio Free Europe/Radio Liberty during the Soviet coup probably improved their chances for quick congressional funding. By expanding their Russian-language services and reporting directly to the Soviet people, the services garnered large audiences. Among them: President Gorbachev, who said he relied on the services during his detention in the Crimea. As the political climate changes, the services are expected to continue in some consolidated form and shift to AM, FM, TV and satellite radio.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Aug 19	ABC 9.6/17			38. NFL Pre-Season Football—Miami Dolphins vs. Denver Broncos [9.6/17] 8.6/16	9.4/17	10.4/18	9.5/16	10.1/17	9.6/17
	CBS 12.1/21			35. Evening Shade [10.1/18]	20. Major Dad [11.3/20]	10. Miss Teen USA [12.8/22] 10.6/17	12.5/20	12.8/21	15.1/28
	NBC 11.2/19			23. Fresh Prince [10.9/20]	31. Blossom [10.2/18]	8. Cheers [13.1/22]	15. Dear John [11.8/19]	13. Cheers [12.2/20]	48. News: Svt Coup [8.7/16]
Tuesday Aug 20	ABC 11.7/21			9. Full House [13.0/24]	7. Who's the Boss? [13.3/23]	1. Roseanne [16.1/27]	3. Coach [13.8/23]	63. Thirtysomething [7.0/13] 7.5/13	6.4/12
	CBS 9.9/18			26. Rescue: 911 [10.6/19] 10.2/19	11.0/19	38. CBS Tuesday Night Movie—When He's Not A Stranger [9.6/17] 8.0/14	8.5/14	10.7/19	11.0/21
	NBC 11.5/20			20. Matlock [11.3/20] 10.7/20	11.9/21	17. Heat of the Night [11.5/19] 11.2/19	11.8/20	16. Law and Order [11.7/21] 11.5/20	12.0/23
Wednesday Aug 21	ABC 10.4/19			36. Dinosaurs [10.0/20]	24. Wonder Years [10.7/20]	11. Doogie H. M.D. [12.5/22]	17. Davis Rules [11.5/20]	46. Anything But Love [9.3/17]	51. Married People [8.3/17]
	CBS 7.6/14			72. Police Squad! [6.1/12]	82. Morton & Hayes [4.2/8]	45. Jake and the Fatman [9.4/17] 8.6/15	10.2/18	51. 48 Hours [8.3/16] 8.7/16	7.9/16
	NBC 10.1/19			3. Unsolved Mysteries [13.8/27] 12.8/25	14.7/28	51. NBC Spec–Soviet Coup [8.3/15] 9.1/16	7.5/13	51. Quantum Leap [8.3/16] 7.8/14	8.7/17
Thursday Aug 22	ABC 6.9/13			79. Gabriel's Fire [4.6/9] 4.4/9	4.8/9	67. Fr Dowling Mysteries [6.6/12] 6.5/12	6.8/12	38. Primetime Live [9.6/18] 9.5/18	9.7/19
	CBS 7.4/14			57. Top Cops [8.0/16] 7.0/14	8.9/17	65. Trials of Rosie O'Neill [6.7/12] 6.3/11	7.0/12	60. S. King's Golden Years [7.6/15] 7.4/14	7.9/16
	NBC 11.0/20			22. Cosby [11.1/23]	28. A Different World [10.5/20]	5. Cheers [13.5/24]	17. Wings [11.5/20]	38. L.A. Law [9.6/18] 9.5/18	9.7/19
	FOX 8.9/17			50. Simpsons [8.5/17]	58. True Colors [7.9/15]	38. Beverly Hills 90210 [9.6/17] 9.2/16	10.0/18		
Friday Aug 23	ABC 9.4/19			26. Family Matters [10.6/23]	30. Growing Pains [10.3/21]	4. Perfect Strang. [9.5/19]	51. Hi Honey I'm Home [8.3/16]	47. 20/20 [8.9/18] 8.7/17	9.1/19
	CBS 8.1/16			61. Fantastic Facts [7.2/15]	64. Primetime Pets [6.8/14]	48. CBS Friday Night Movie–In The Best Interests Of The Child [8.7/17] 7.3/15	8.1/16	9.5/19	9.9/20
	NBC 6.2/13			70. NFL Preseason Football–San Francisco 49ers vs. Seattle Seahawks [6.2/13] 5.0/11	6.0/13	6.5/13	6.3/13	6.5/13	6.6/13
	FOX 4.0/8			77. America's Most Wanted [5.1/11] 5.0/11	5.1/10	83. Comic Strip Live [2.9/6] 3.0/6	2.8/5		
Saturday Aug 24	ABC 7.0/14			78. Young Riders [4.9/11] 4.7/11	5.1/11	56. ABC Saturday Night Movie—Columbo Goes To College [8.1/16] 6.3/13	7.7/15	8.9/18	9.6/20
	CBS 6.3/13			80. Top Cops [4.4/10] 4.2/9	4.5/10	62. NFL Preseason Football–Buffalo Bills vs. Chicago Bears [7.1/15] 6.2/13	7.0/14	7.9/16	8.0/16
	NBC 9.7/20			38. Golden Girls [9.6/22]	28. Golden Girls [10.5/22]	13. Empty Nest [12.2/24]	31. Dear John [10.2/20]	58. Sisters [7.9/16] 8.0/16	7.9/16
	FOX 5.9/12			74. Cops [5.9/13]	65. Cops 2 [6.7/14]	75. Totally Hdn. Video [5.7/11]	76. Best of the Worst [5.4/10]		
Sunday Aug 25	ABC 10.3/19	80. Life Goes On [4.4/9] 4.1/9	4.7/10	31. Am. Fun. H. Videos [10.2/19]	37. Am. Fun. People [9.9/17]	6. ABC Sunday Night Movie—Sudden Impact [13.4/23] 12.6/21	13.0/22	14.0/24	13.8/25
	CBS 11.3/20	2. 60 Minutes [14.1/30] 13.7/30	14.6/30	24. Murder, She Wrote [10.7/19] 10.5/20	10.9/19	31. CBS Sunday Night Movie—Aftermath: A Test Of Love [10.2/17] 9.7/16	10.1/17	10.5/18	10.7/19
	NBC 6.1/11	73. NBC Movie Of The Week—Camp Cucamonga [6.0/12] 4.9/11	6.0/13	6.3/12	6.7/12	70. NBC Sunday Night Movie—Gremlins [6.2/11] 5.8/10	6.2/10	6.3/11	6.4/12
	FOX 11.0/20	69. Simpsons [6.4/14]	68. Roc* [6.5/14]	11. Primetime Emmy Awards [12.5/22] 10.5/20	12.3/22	13.7/23	13.7/23	13.0/22	12.2/22

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 9.4/18	CBS 9.1/17	NBC 9.2/17	FOX 8.2/16
SEASON PRIME TIME AVERAGE	ABC 11.3/20	CBS 11.3/20	NBC 11.5/20	FOX 6.3/11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE   RANKING/SHOW [PROGRAM RATING/SHARE]   HALF-HOUR RATING/SHARE   SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KFIG-AM-FM Fresno, Calif. □ Sold by KLOK Radio Ltd. to Headliner Radio Inc. for $2,116,640. Terms: $100,000 cash at closing, $400,000 escrow deposit, $595,000 five-year promissory note at 14%, $855,000 trust deed note at 9% and $166,640 assumption of outstanding note. **Seller** is headed by Philip C. Davis, and has no other broadcast interests. **Buyer** is headed by Ron Ostlund, and has no other broadcast interests. KFIG(AM) is fulltimer with adult contemporary format on 1430 khz with 5 kw. KFIG-FM has adult contemporary format on 101.1 mhz with 50 kw and antenna 310 ft.

KUHL(AM)-KXFM(FM) Santa Maria, Calif. □ Sold by Great Electric Communications Inc. to Blackhawk Communications Inc. for $1,145,653. **Seller** is headed by C. Andrew Whatley and Mike Reichert and also owns KSBL(FM) Carpinteria (Santa Barbara), Calif. **Buyer** is headed by Roger R. Blaemire and has no other broadcast interests. KUHL has news-talk format on 1440 khz with 5 kw day and 1 kw night. KXFM has CHR format on 99.1 mhz with 2.3 kw and antenna 1,906 feet above average terrain. *Broker: William A. Exline Inc.*

KFGO-AM-FM Fargo, N.D. □ Sold by KFGO Inc. to Mid-States Development Inc. for $1 million worth of Otter Tail Power Co. common stock. **Seller** is owned by Richard C. Voight and Carroll J. Voight, husband and wife, and Larry A. Ristvedt and Robert Escen, who have no other broadcast interests. **Buyer** is headed by N. Bruce Thom. Minnesota Dakota Generating Co., of which 96% is owned by Otter Tail Power Co. (publicly held), owns 100% of Mid-States Development. KFGO(AM) is fulltimer with C&W format on 790 khz with 5 kw. KFGO-FM has adult contemporary format on 101.9 mhz with 100 kw and antenna 866 ft.

WWJY(FM) Crown Point, Ind. □ Sold by Meyer Broadcasting Corp. to Brown Brothers Communications Inc. for $1 million cash. **Seller** is headed by John Meyer and has no other broadcast interests. **Buyer** is headed by Willis F. and Willis E. Brown, father and son (each 50%), and has no other broadcast interests. WWJY has easy adult contemporary format on 103.9 mhz with 3 kw and antenna 330 ft.

KXSS-AM-FM Waite Park (St. Cloud), Minn. □ Sold by Genesis Broadcast Professionals Inc. to Sioux Valley Broadcasting Co. for $800,000 in assumption of debt. Price includes $200,000, five-year noncompete covenant. **Seller** is headed by Robert J. Linder and has no other broadcast interests. **Buyer** is headed by Robert E. Ingstad and is licensee of KLIZ-AM-FM Brainerd and KLLR(AM)-KLLZ-FM Walker, Minn. Ingstad has interests in KGFX(AM) Pierre, S.D.; KBUF(AM)-KKJQ(FM) Garden City, Kan.; KKOA(AM)-KKPR(FM) Kearney, Neb., and KQPR-FM Albert Lea and KDHL(AM)-KQCL(FM) Faribault, both Minnesota. KXSS has CHR format on 1390 khz with 2.5 kw day and 1 kw night. KXSS-FM has CHR format on 103.7 mhz with 3 kw and antenna 328 ft. *Broker: Johnson Communcations Properties Inc.*

KXBS(FM) Santa Paula, Calif. □ Sold by Richard C. Phalen Jr., receiver for Radio Ventura Inc., subsidiary of RSB Communications Inc., to Peter F.M. Daradics for $775,000. Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara and KKAM(AM)-KBOS(FM) Fresno-Tulare, both California. **Buyer** has no other broadcast interests. KXBS has adult contemporary format on 96.7 mhz with 87 w and antenna 1,500 feet above average terrain. *Broker: Media Services Group Inc.*

WFXG(TV) Augusta, Ga. □ Sold by Howard A. Myrick to John D. Pezold for $525,000 in transfer of control within licensee Augusta Family Broadcasting Inc. Terms: $200,000 cash at closing and $325,000 due one year from closing. **Seller** has no other broadcast interests. **Buyer,** Pezold, is head of Augusta Family Broadcasting, and also owns WXTX(TV) Columbus, Ga. WFXG is independent on ch. 54 with 4,517 kw visual, 451 kw aural and antenna 1,120 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$687,600** □ **5**

FM's □ **$1,891,000** □ **5**

AM-FM's □ **$6,002,293** □ **7**

TV's □ **$525,000** □ **2**

Total □ **$9,105,893** □ **19**

Year to Date:

AM's □ **$58,365,080** □ **186**

FM's □ **$149,773,646** □ **181**

AM-FM's □ **$166,333,972** □ **130**

TV's □ **$730,824,000** □ **56**

Total □ **$1,105,296,698** □ **553**

For 1990 total see Jan. 7, 1991 BROADCASTING.

YTD MARKETS

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Actions

■ **KRGO(AM) Fowler, CA** (BAPL910702EA; 1220 khz; 250 w-D)—Granted assignment of CP from Robert Hawkons, Chapter 7 trustee, to KACARR Communications Inc. for $130,000. **Seller** has no other broadcast interests. **Buyer** is headed by Raymond L. Carrasco (46.8%), and has no other broadcast interests. Action Aug. 13.

■ **KJDN(FM) Madera, CA** (BAPH900320GV; 107.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Madera FM Inc. to Patrick R. Ryan for no financial considerations (sale is transfer of CP for new FM). **Seller** is headed by Manuel Jimenez and has no other broadcast interests. Ryan has no other broadcast interests. Action Aug. 13.

■ **KADY-TV Oxnard, CA** (BTCCT910703KE; ch. 63; 1,782 kw-V; 513 kw-A; ant. 1,800 ft.)—Granted transfer of control from McGregor Holding Corp. (voting interest) and E-II Holdings (beneficial interest) to HBC Holdings Inc. for $3.8 million. **Seller** has no other broadcast interests. **Buyer** is headed by John D. and Erica Trevor Huddy, husband and wife (each 50%). John Huddy is president and CEO of Riklis Broadcasting Corp., licensee of KADY-TV, and permittee of KBBL(TV) Big Bear Lake, CA. John and Erica Huddy are also president and program director, respectively, of KADY-TV. Action Aug. 16.

■ **KESP(AM) Santa Barbara, CA** (BAL910311EA; 1290 khz; 500 w-D, 122 w-N)—Granted assignment of license from Malcolm Morehouse, receiver, to Joyce Erway for $15,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Action Aug. 15.

■ **WOOD-AM-FM Grand Rapids, MI** (AM: BAL910422GE; 1300 khz; 5 kw-U; FM: BALH910422GF; 105.7 mhz; 265 kw; ant. 810 ft.)—Granted assignment of license from United Artists Broadcast Properties to Holberg Partnership for $10.5 million. **Seller** is affiliate of United Artists Entertainment, Colorado-based owner of cable systems and movie theaters; stations were their only broadcast properties. **Buyer** is president of radio division of group owner TAK Communications, which owns WJQY(FM) Fort Lauderdale (Miami), FL; KITV(TV) Honolulu; WKIO(FM) Urbana, IL; WGRZ-TV Buffalo, NY; WUSL(FM) Philadelphia; WQOW-TV Eau Claire; WXOW-TV La Crosse, WKOW-TV Madison and WAOW-TV Wausau, all Wis. Action Aug. 19.

■ **KBJJ(FM) Marshall, MN** (BALH910625HP; 107.1 mhz; 3 kw; ant. 242 ft.)—Granted assignment of license from Cd Broadcasting Corp. of Marshall to Paradis Broadcasting of Marshall Inc. for $350,000. **Seller** is headed by Christopher Dahl, Russell Cowles II and Richard W. Perkins, who also have interests in licensees of KKAA-AM-FM Aberdeen, KJJQ(AM)-KKQQ(FM) Volga and KBHB(AM)-KRCS(FM) Sturgis, all South Dakota; KRRZ(AM)-KZPR(FM) Minot, ND; KQHT(FM) Crookston, KKBJ-AM-FM Bemidji and KLGR-AM-FM Redwood Falls, all Minnesota, and KNUI-AM-FM Maui, HI. Dahl also has interests in WWTC(AM) Minneapolis. **Buyer** is headed by Melvin E. Paradis, who owns 75% of stock of Paradis Broadcasting of Alexandria Inc., licensee of KXRA-AM-FM Alexandria, MN. Action Aug. 13.

■ **WZJY(AM) Mt. Pleasant, SC** (BTC910624EA; 1480 khz; 1 kw-D, 44 w-N)—Granted transfer of control from Magdalene Williams to Edward Lee Johnson; purchase agreement to be filed as amendment in near future. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Action Aug. 9.

■ **WLOD(FM) Loudon, TN** (BALH910415HG; 99.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Loudon Broadcasters Inc. to C-K Inc. for $185,000. **Seller** is headed by Gene Chrusciel and Doyle F. Lowe, and is licensee of WLOD(AM) Loudon, TN. **Buyer** is headed by Eugene Chrusciel (50%) and Charles R. Ketron (50%). Chrusciel is president and 50% owner of assignor, Loudon Broadcasters Inc. Action Aug. 15.

■ **KTLE(AM) Tooele, UT** (BAL910628EA; 1010 khz; 50 kw-D)—Granted assignment of license from Thomas W. Mathis to Vida Spanish Broadcasting Inc. for $30,000; station will remain silent while transfer is taking place. **Seller** has interests in KTLE-FM Tooele, UT, and KBRV(AM)-KFIS(FM) Soda Springs and KRCD-AM-FM Chubbuck, both Idaho. **Buyer** is headed by Maria S. Alaniz (33.3%), and has no other broadcast interests. Action Aug. 13.

■ **WISM(FM) Altoona, WI** (BAPH910610HH; 98.1 mhz; 6 kw; ant. 55 ft.)—Granted assignment of CP from Dri-Five Inc. to Alpenglow Communications Inc. for $395,000. Sale includes WISM(AM) Eau Claire, WI ("For the Record," Aug. 12). **Seller** is headed by Dale G. Ganske. **Buyer** is headed by William T. Brooks and Clifford E. Brane, et al. Brooks and Brane own 55% and 45% of stock, respectively, of Brooks Broadcasting Inc., licensee of KARS-AM-FM Belen, NM. Action Aug. 9.

■ **WXCE(AM) Amery, WI** (BAL910701EC; 1260 khz; 5 kw-U)—Granted assignment of license from Monday Media Inc. to Murray O. Ritland for $22,500. **Seller** is headed by Todd J. Garamella, and is licensee of KXLV(FM) Cambridge, MA. Garamella has interests in Garamella Broadcasting Co., licensee of KJJG(FM) Spencer, IA, and KSCR-AM-FM Benson, MN. **Buyer** has no other broadcast interests. Action Aug. 12.

NEW STATIONS

Applications

■ **Marquette, MI** (BPED910731MA)—Northern Michigan University seeks 91.5 mhz; .2 kw; ant. 42 m. Address: Cohodas Administrative University, Marquette, MI 49855. Principal is headed by Mr. Hugh E. Jarvis and 17 other board members. Northern Michigan University is licensee of WNMU-FM-TV Marquette, MI.

■ **Laramie, WY** (BPH910730MD)—Centennial Broadcasters seeks 104.5 mhz; 3 kw; ant. 290 m. Address: P.O. Box 90357, Atlanta, GA 30364. Principal is headed by Steven D. King and Daryl L. Fredine. Fredine is 24% stockholder in Baraboo Broadcasting Inc., licensee of WRPQ(AM) Baraboo, WI. Filed July 30.

Actions

■ **North Little Rock, AR** (BPH890209MB)—Granted app. of North Little Rock Broadcasting Ltd. for 101.1 mhz; 3 kw; ant. 100 m. Address: 121 Dexter Rd.,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	**10,943**	**1,539**	**12,482**
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	**1,482**	**202**	**1,684**
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
■ Total LPTV	**908**	**959**	**1,867**
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

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Reaching over 117,000 readers every week 60th Year 1991

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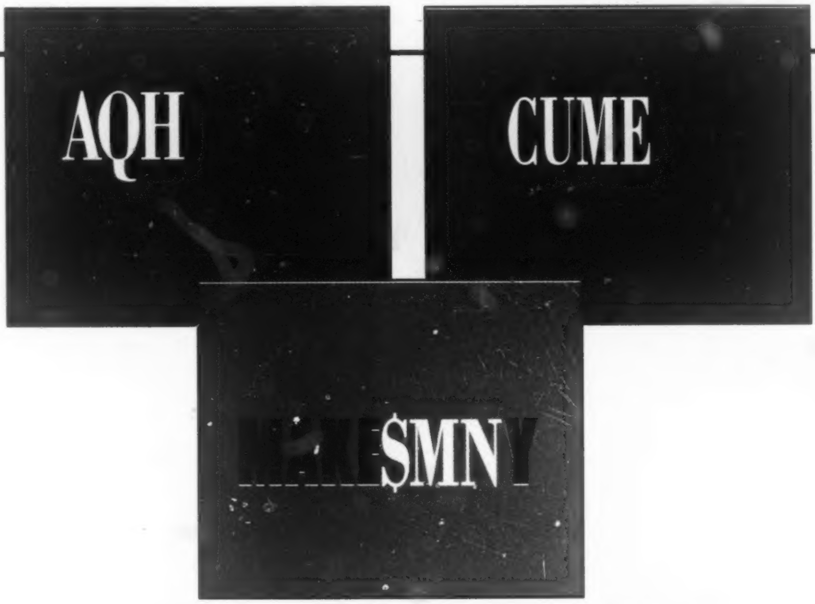

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The Show/Business of Radio '91

Broadcasting Sep9

THIS WEEK

19 / THE RADIO PICTURE

Members of the industry gathering this week at Radio '91 can find perhaps two silver linings in otherwise gray economic news. First, radio still looks like a fundamentally good business. Second, it can't get much worse. Many brokers and broadcasters believe that station prices have hit bottom, and the introduction of new equity might signal the banks that it's okay to enter radio again.

21 / MORE AM RADIO

Later this month, the FCC will adopt rules for use of the expanded AM band—100 extra kilohertz of spectrum at the high end of the band. The extra space, which the agency is reserving for existing channels, will accommodate up to 250 stations around the country. Operating in a band governed by strict new interference and spacing standards with 10 kilowatts of daytime power and one kilowatt at night, the stations will be able to boom interference-free signals over thousands of square miles day and night.

22 / ABC, ESPN TO FORM RADIO NETWORK

ABC Radio Networks and ESPN announced the January 1992 launch of a jointly managed sports news radio network. The ESPN Radio Network will consist of 16 weekend hours of original programing comprising sports news, game reports, guest interviews and features excerpted from ESPN's cable service. The network has no immediate plans to acquire rights to sports events. Twenty-five affiliates in the top-50 markets have been signed to date.

23 / STILL A MONEY-MAKER

In spite of the bad news about profits, ad revenues and sales volume, one aspect of radio still looks good: appreciation. A study available from the NAB shows that stations have continued to be sold for higher prices than they were purchased for during the two-and-a-half-year period ending in June. The average annual gain was 7.7%.

25 / MOVING ON MOVIES

Twentieth Television is making the rounds with Century 16, a package of films like "Home Alone" and "Sleeping With the Enemy" that will be available late in the decade. Speculation has it that Fox will want a prior network window for Fox Broadcasting, and that Fox will also offer a rerun package of 35 to 40 titles.

26 / MORE MOSCOW COUPS

CNN was first in the network rush to reach Gorbachev and Yeltsin following last month's coup; it scored with separate live interviews early in the week. ABC was a close second on Thursday with a historic "town meeting" of both leaders and studio audiences in the United States and Moscow.

30 / SPECIAL REPORT: RADIO '91

CBS Radio President Nancy Widmann talks about format fine-tuning, AM's future, DAB development and the timing of a turnaround (page 31).

A series of stories examines the big issues in radio on the eve of Radio '91. Sales of radio stations dropped dramatically in the first six months of 1991 compared with the same period last year: the dollar value of transactions fell 65% to $328 million (page 34); local ad business is down 2.6%, but network business is showing slow but steady growth (page 40); equipment manufacturers report a recent upturn in sales, and see a move to digitization in the making (page 42); this year's historic news events have spawned a rebirth in shortwave, and a Canadian firm is planning a service to broadcast into the United States (page 46).

A complete agenda of Radio '91 sessions (page 47); booth locations of exhibitors in the Moscone Center (page 48)

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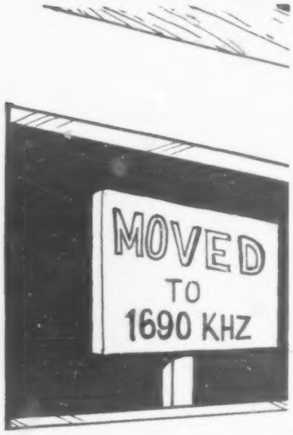

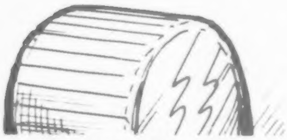

FCC to adopt rules on AM band expansion (page 21).

51 / BLACKS IN BROADCASTING

Although the number of blacks in the industry has grown over the years, the consensus among the 30 men and women who make up BROADCASTING's survey of standout executives in black broadcasting and cable is that blacks remain underrepresented, particularly in positions of power. The percentages of blacks in ownership, management, talent, cable programing, production and distribution are generally well below the percentage of blacks in the population.

58 / PETITION AGAINST GANNETT

Once the Times Journal Co. closed the sale of its five suburban-Washington dailies to Gannett Co., a group of D.C. newspapers petitioned the FCC to deny license renewal to Gannett-owned Washington station WUSA(TV). Times Journal's printing facilities were the primary motivation for the purchase, but some believe that Gannett is considering asking for a permanent waiver from the cross-ownership rule so that it can keep the papers.

58 / CONTROL OF AIRSPACE

A U.S. appeals court in Atlanta, in a case involving construction of a new Orlando airport, ruled that the Federal Aviation Administration has the primary responsibility to "make an accurate determination of the most efficient use of airspace." Even though the FAA's co-respondent in the case was a broadcaster—Gannett Publishing—the industry worries the agency will tend to side with its congressionally mandated constituency—the airports—in future airspace disputes.

59 / COVERING THE NEXT WAR

The RTNDA is convening a meeting Oct. 11 to devise a means of reporting war events independent of the military in the next conflict. Association President David Bartlett hopes the meeting will result in a consensus among the media on principles to govern coverage of military activities.

64 / TURNER CLOSE TO DEAL WITH HANNA-BARBERA

Turner Broadcasting System announced last week that it is close to purchasing Hanna-Barbera Productions, an acquisition that would include over 3,000 half-hours of such programing as *The Flintstones* and *The Jetsons*. The 350 different series, specials and films is said to comprise one-third of all animation ever produced, and could put Turner in the position to eventually launch a full-scale children's network.

ABC News anchor Peter Jennings and President Gorbachev at a 'National Town Meeting' (page 26).

65 / DOWN FOR THE COUNTS?

Showtime Event Television President Scott Kurnit predicts a PPV revenue record-breaker for the Evander Holyfield-Mike Tyson match-up on Nov. 8, provided the fight takes place. At a press conference last week, promoters assured the media that pending civil and criminal cases against Tyson would not hold up the event, but they were not taking questions about the legal proceedings.

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72 / TV REVENUES DOWN 4.9%

Total broadcast TV revenue—local, national spot, network and national syndication—dropped 4.9% during the first six months of 1991 compared with the same period last year, according to the Television Bureau of Advertising. Said TVB President Jim Joyella: "The only comfort we can take in these figures is that our competition is suffering losses as well."

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RADIO STATION VALUES CONTINUE GROWTH

NAB-sponsored study shows 7.7% annual increase; FM stations appreciate at rate more than twice that of AM

Radio stations have continued to be sold for higher prices during a two-and-a-half-year period ending this past June, according to a study being released this week. The study, available from the National Association of Broadcasters in Washington, showed that radio station values grew by a mean average annual gain of 7.7%, based on the difference between their initial purchase price and their resale price. The reported appreciation of FM stations was more than twice that of AM stations.

Said David Schutz, a partner in Hoffman-Schutz, a New York-based financial firm, who authored the study, "Despite the pessimism, people are continuing to sell radio properties at net gains." Schutz added that the real annual return on investment realized by station owners would be much higher than the annual value appreciation because of the beneficial effect of leverage and because of tax benefits. Such real gains, he estimated, might approximate 20% per annum.

	AM Only	FM Only	AM/FM	All Stat.
Resold at higher price	35	68	87	190
Resold at lower price	22	26	46	94
Resold at same price	1	4	4	9
Average annual (compounded) change	1.0%	10.3%	8.7%	7.7%
Median annual (coumpounded) change	4.0%	9.4%	8.5%	6.4%

Source: National Association of Broadcasters

Mark Fratrick, senior vice president, NAB, said that gains among regions over the two-and-a-half-year period indicate strong appreciation in the Southeast and mid-Atlantic, with growth in the Pacific and Midwest also. New England, said Fratrick, had a small appreciation, while the Mountain states showed depreciation in value. Appreciation percentages were also reported by market size, with medium-size markets apparently showing greater annual gains.

Unlike a similar survey released last year, the most recent study eliminated station transactions of less than $500,000, or $250,000 in unrated markets, restrictions that reduced particularly the sample of AM stations. Also, those stations held for more than 12 years were not included "due to data availability." —GF

WHAT CBS IS BUYING

Six weeks ago, CBS's purchase of Midwest Communications was announced as a happy marriage of two companies with long-standing ties. But the $195-million-plus transaction is also possibly a time-sensitive deal, which Midwest raced to complete before a bank ultimatum resulted in foreclosure on the company. Furthermore, Midwest Chief Executive Officer James Rupp tried to block the sale just prior to the announcement.

Based on a Midwest proxy statement, BROADCASTING estimates that the multiple CBS will pay for the two TV stations, two satellite TV's, AM-FM radio and cable operations is 7.8 times fiscal 1990 cash flow of $24.9 million, on revenue of $86.7 million.

But the true "multiple of cash flow" that observers use to evaluate the industry's perceived prospects is more complex. For one thing, the $195-million price, according to the proxy, is subject to adjustment for net liabilities and does not include roughly $15 million in transaction fees and costs of refinancing Midwest's existing debt. Those costs will be borne by CBS.

More positive for CBS, operating cash flow is up substantially for the first nine months of the fiscal year, which ends Sept. 30, if one excludes a sudden decrease in certain non-cash expenses. The improved performance so far this year, despite a slight revenue decline, is due to lower advertising expenses for WCCO-AM-TV and the layoff of staff at Midwest Cable & Satellite (MWCS). Furthermore, the revenue decline, blamed in part on the Minnesota Twins' last-place divisional finish in 1990, should improve with the Twin's first-place standing to-date this season.

Midwest's Rupp cast the sole vote against the merger both because he objected that MWCS was not spun off directly to shareholders or sold to a shareholder group interested in buying the regional sports channel and related operations. Rupp also objected that the formula that will eventually calculate how many CBS shares are to be given to Midwest owners—perhaps roughly $37 million worth after assuming existing Midwest liabilities—guarantees CBS that its stock will be valued at at least $160 per share, even if trading for less. Last Friday, CBS stock was $156 per share.

Both parties to the agreement are hoping the closing, or at least the shareholder vote approving the transaction, takes place before 1992. According to the Midwest proxy, the power to approve a sale of Midwest changes substantially after January 1992. The voting trust that controls a majority of the company's voting power is set to expire on Jan. 14, 1992—although the trustees indicate that if the vote is taken before then, they intend to pass through the voting rights to beneficiaries anyway. A second trust, holding roughly one-quarter of the voting power, expires on the death of the last surviving of 34 named individuals, who is now 93 years old. Furthermore, two other classes of stock that currently have limited voting rights will probably gain full voting rights after Jan. 1, 1992, a change triggered because of the company's failure to pay dividends for seven consecutive fiscal years.

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THE TOP FIVE RADIO DEALS

The Blaze! 103.5

$19 million
WFYR (FM) Chicago

Closed: March 1991
Seller: Summit Communications
Buyer: Major Broadcasting
Broker: H.B. LaRue
Notes: Station changed call letters to WWBZ (FM), switched format from soft-AC to younger-skewing AOR, repositioned itself as The Blaze. Increased Arbitron 12-plus numbers from 1.4 to 3.9, Birch numbers from 1.6 to 4.1.

WMJI Majic 105.7 Cleveland's Oldies FM

Y107 The Outrageous FM

$29.75 million
WMJI(FM) Cleveland
WYHY(FM) Nashville

Closed: January 1991
Seller: JACOR
Buyer: Legacy Broadcast Partners
Broker: Bill Steding, Star Media (Americom)
Notes: WYHY(FM) maintained CHR format; WMJI(FM) modified format from AC-oriented oldies to all oldies.

manager will know how to maximize both elements, rather than lament that "the tower lease often qualifies as salesperson of the month," as one operator told Menowsky.

Prices have stabilized, albeit at a low level, because of two factors, according to Questcom's Marc Hand. "Sellers finally have adjusted to realistic station prices that more closely reflect the current trading environment, and the level of interest on the part of buyers has increased rather dramatically," he explained. "This marks a big change from the thinking a year ago when people knew prices were going to go down but no one was sure what kind of multiples they would come in at."

Still, because the lending pool has virtually dried up, seller paper is just about the only way that creative deals are getting done except for Triple-A properties, Hand said. "Twelve months ago you wouldn't have seen much seller paper, but now—particularly on turnarounds—sellers are stepping in and playing the role that banks would have played." Buyers entering into turnaround situations are putting a lot of their equity into operating capital and demanding that sellers, for at least a while, serve as the bank. "Buyers are there with a certain amount of equity, but they don't want to put 100% equity into a turnaround deal," Hand said.

The emergence of new equity is a positive signal, but how it is played largely depends on the re-entry of debt

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Children's National Medical

OF THE LAST 12 MONTHS

99.7 KFRC FM

$18.5 million

KXXX-FM San Francisco

Closed: December 1990
Seller: Emmis Broadcasting
Buyer: Bedford Properties, Inc.
Broker: Media Venture Partners

Notes: Bedford changed call letters of station to KFRC(FM), physically merged it with KFRC(AM), which was purchased from RKO General in separate transaction. Format is oldies, "covering the British invasion to the end of Vietnam," according to VP/GM Brent Osborne.

MARS 103.1 fm

$17.675 million

KOCM(FM) Newport Beach, CA
KSRF(FM) Santa Monica, CA

Closed: April 1991
Seller: Ocean Broadcasting
Buyer: Mars Radio Group
Broker: John McLaughlin

Notes: Mars Chairman Ken Roberts purchased KSRF(FM) from Radio Broadcasters, Inc. and KOCM(FM) from Ocean Broadcasting in combined deal. Broker John McLaughlin was former general sales manager at KROQ(FM) L.A., now VP/GM of Mars Radio.

MAGIC 96 FM

$16.5 million

WMJJ(FM) Birmingham, AL

Closed: October 1990
Seller: Capital Broadcasting
Buyer: Ameron Broadcasting
Broker: Blackburn & Associates

Notes: Ameron combined top billing AC-formatted WMJJ(FM) with News-Talk WERC(AM), purchased from Sun Group (now in Chapter 11). Said Ameron President/CEO Joe Dorton, "By putting the two stations together we felt we would have the affluent adult audience sewn up in this market, and two significant stations to sell nationally."

sources, Hand noted. "There's a handful of debt sources, banks and non-banks, that continue to be active in looking at deals, but you don't see a lot of deals getting done in terms of bank participation. Operators are teaming up with new equity sources, and some straight equity sources are coming in and buying their own stations."

The catch-22 in all this is that good properties are being kept off the block, and the few lenders willing to look at deals won't touch anything other than a good deal. This emphasizes the notion that radio is embedded in the "era of the operator," a posture that broadcast broker Gary Stevens believes always has been the industry's forte. "For a while we saw some easy money, but the big acquisitions were being made by such operators as Emmis, Malrite and Westwood One. Broadcasting is a relatively simple business with simple businessmen, some of whom got pushed into deals because everyone was getting into it."

Social pundits are quick to say that in the 1990's the United States has to purge the excesses of the '80s, and Stevens believes this applies to radio as well. "Everything we do in this country is to excess, never in moderation," he said. "Right now we have to go through a purging process to work off the excess, then settle into a 1970's trading arena—where it used to be. Everyone ignored the industry for 50 years, got interested in it for six, and now they're going to ignore it again. The 1980's isn't where it used to be; that was the anomaly." **—RLB**

News from around the world

LOCAL SALES DOWN SLIGHTLY, BUT NETWORK GROWS

Weak back-to-school market may be harbinger of slow holiday season, Hyde fears

Although leading economic indicators seem to be pointing to an improvement in the economy, radio executives do not expect to see any relief from the soft advertising marketplace anytime soon. When they took a magnifying lens to their operating budgets last year in preparation for 1991, some operators were optimistic that the medium would not only weather the recession, but would in fact thrive as in years past (BROADCASTING Nov. 12, 1990). That has not proven to be the case.

The Radio Advertising Bureau reports that local business is down versus last year, and Radio Expenditure Reports, which keeps track of national billings, reports that year-to-date 1991 is down by 2.6% when compared to the same period last year.

George Hyde

"Although there are positive signs from the leading economic indicators, here at the RAB we don't quite see that manifested in retail spending or advertising yet."

The bright spot in the radio industry is the network business, which has shown a slight but steady growth versus last year (see chart).

In spite of the dim outlook, George Hyde, executive vice president, RAB, believes the medium has fared better than competing media, and is better positioned to prosper in the coming years. "This certainly hasn't been a year we will remember for its benign treatment of radio," said Hyde, "but we did better than competitive media."

Traditional indications that business might pick up pace are not being detected, added Hyde. Operators are not seeing a strong retail back-to-school season, for example, and that is troubling, Hyde said, because there has never been a weak back-to-school season followed by a strong holiday season.

"These are tough times—a difficult and trying period," said Hyde. "Recovery is proving to be slower and more elusive than we hoped. Although there are positive signs from the leading economic indicators, here at the RAB we don't quite see that manifested in retail spending or advertising yet." This economic downturn will be remembered more for its length than its severity, he said.

But the RAB continues to believe that radio is the medium of the future. "When you see the general orientation of people—of trying to spend their money more effectively—you can see that radio is positioned to do this. People are looking for better, smarter and more productive ways to do business. Many more of them are thinking that radio is the way to do that," Hyde said.

The industry's two megareps, Katz Radio Group and the Interep Radio Store, report that business will probably end flat. Stu Olds, Katz Radio Group executive vice president, outlined the two trends he sees in the national spot business in 1991. "The biggest trend I see is the concentration of dollars in the top 10 markets," Olds said. "The top 10 are up 10.8%—every other market grouping is either flat or down." Advertisers have been trimming back budgets, said Olds, and consequently have concentrated the money they have left at the top.

Bud Hock

"We are trying to target... advertisers that traditionally think of radio as being local, because when they think of national, they don't think of us at all."

Another factor driving that pattern, said Olds, is that advertisers can compare national spot to wired networks on

And a little closer to home

Harry Smith
Down To Earth
M-Sat 10:25A
EST

Paula Zahn
The Parent Profile
M-F 12:25P
EST

Lisa Karlin
Entertainment Update
M-F 3:25P
EST

Mike Pulsipher
In The Marketplace
M-F 5:25P
EST

Greg Gumbel
Sportstime
M-F 6:25P
EST

a cost-per-point basis to the detriment of spot. "You can buy the top eight markets and one network to cover the country," said Olds.

Driving home the qualities of radio to a select few important advertisers is a main reason network radio has grown this year, according to Bud Heck, Radio Network Association president.

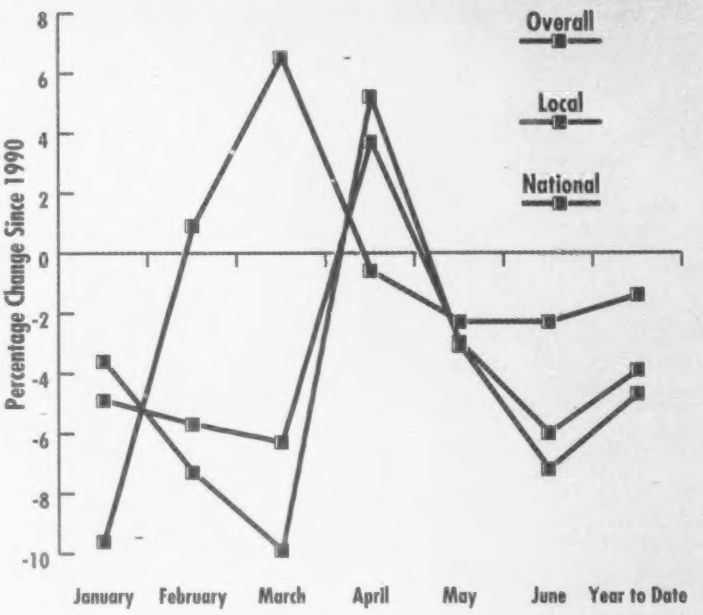
Said Heck: "It really is beginning to focus much more finitely on targeted accounts instead of trying to talk to everybody. We have carved out a very small universe of individuals across the country. Fortune 500-type individuals who really say yes or no about whether or not they spend money in advertising, and hammered home our message."

The RNA has an advantage over other associations in that the membership is limited to the largest networks. Thus, Heck says, the chief executives of the networks make calls together, a move that packs a lot of power and makes a big impression on prospective clients.

The RNA has also produced a glossy handbook as a marketing tool to sell the medium. And although it is filled with statistics about radio networks, the handbook goes beyond the numbers to include testimonials. "We are trying to target marketing people and advertisers that traditionally think of radio as being local," said Heck, "because when they think of national, they don't think of us at all. So we are excluded before we are even considered."

The message is simple, added Heck: radio can be a national medium. "You take advantage of all the local strengths of radio, but you can buy it as a national medium," he said. Heck believes that fewer and fewer advertisers will be comfortable spending money on television—because they want to know where their target audience is. "In our medium," he said, "the loyalty factor is one of the greatest strengths it has." —LC

1991 RADIO REVENUE GROWTH



Source: Radio Advertising Bureau

NETWORK SALES GROW STEADILY IN 1991

January	$29,871,200
February	28,847,500
March	34,195,100
April	37,166,700
May	43,079,400
June	37,357,400

Personal finance...family life in the '90s...environmental issues...Hollywood...sports. News your 25-54 audience wants to hear and CBS Radio Network delivers.

These topics are the subjects of new feature programming on the CBS Radio Network. *Down To Earth* with Harry Smith. *Sportstime* with Greg Gumbel. Paula Zahn hosts *The Parent Profile.* Lisa Karlin, *Entertainment Update.* And there's business news with Mike Pulsipher on *In The Marketplace.*

Join the CBS Radio Network to meet some of the personalities behind the programs at RADIO 1991 at the San Francisco Marriott.

Hospitality Suite: Wednesday, September 11, 5-7:30pm
Friday, September 13, 6-9pm
Affiliate Party: Thursday, September 12, 6-9pm
(by invitation only)

CBS Radio Network. We've got personality.

CBS RADIO
NETWORK

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Aug 26	ABC 9.7/17			48. MacGyver [8.6/16] 7.8/14	9.5/17	32. ABC Monday Night Movie—Finding the Way Home [10.2/18] 9.9/17	10.0/17	10.7/18	10.2/19
	CBS 13.0/23			21. Evening Shade [11.2/21]	13. Major Dad [12.0/21]	3. Murphy Brown [14.8/25]	2. Designing Wm [15.0/25]	8. Northern Exposure [12.5/22] 13.1/23	11.9/22
	NBC 8.2/15			28. Fresh Prince [10.7/20]	43. Blossom [9.0/16]	61. NBC Monday Night Movies—Turn Back the Clock [7.3/13] 6.9/12	6.8/11	7.5/13	8.0/15
	FOX 6.8/12			66. Fox Night at the Movies—Dead Silence [6.8/12] 6.2/11	6.7/12	6.9/12	7.3/12		
Tuesday Aug 27	ABC 12.0/21			7. Full House [13.4/25]	5. Who's the Boss? [13.7/24]	1. Roseanne [16.3/27]	5. Coach [13.7/23]	59. Thirtysomething [7.5/14] 8.0/14	7.0/13
	CBS 11.4/20			30. Rescue: 911 [10.5/19] 9.8/19	11.3/20	15. CBS Tuesday Night Movie—A Killing in a Small Town [11.8/21] 10.7/18	11.2/19	12.5/22	12.6/24
	NBC 11.5/20			19. Matlock [11.3/21] 10.7/20	11.9/21	9. Heat of the Night [12.2/20] 11.6/19	12.7/21	24. Law and Order [10.9/2[illegible] 10.9/19	10.8/20
Wednesday Aug 28	ABC 10.1/18			29. Dinosaurs [10.6/20]	18. Wonder Years [11.5/21]	24. Doogie Howser [10.9/19]	16. Davis Rules [11.6/20]	51. Anything But Love [8.4/15]	59. Married People [7.5/15]
	CBS 8.9/16			35. All in the Family 20th Anniversary Special [9.8/18] 9.4/18	9.5/17	10.4/18	73. Morton & Hayes [6.0/10]	42. 48 Hours [9.1/17] 8.6/16	9.6/19
	NBC 9.6/18			11. Unsolved Mysteries [12.1/23] 11.4/22	12.9/23	40. Night Court [9.4/16]	43. Seinfeld [9.0/16]	57. Quantum Leap [7.6/14] 7.3/13	7.9/16
Thursday Aug 29	ABC 7.8/14			71. Fthr Dowling Mysteries [6.4/12] 6.1/12	6.7/12	61. American Detectives [7.3/12] 6.5/11	8.2/14	38. Primetime Live [9.7/18] 9.4/17	9.9/19
	CBS 8.0/15			43. Top Cops [9.0/17] 8.3/16	9.8/18	69. Trials of Rosie O'Neill [6.5/11] 6.4/11	6.6/11	50. B Reynolds Conversations [8.5/16] 8.7/16	8.4/16
	NBC 11.6/21			13. Cosby [12.0/23]	11. A Different World [12.1/22]	4. Cheers [14.5/25]	19. Wings [11.3/19]	34. L.A. Law [9.9/18] 9.6/17	10.2/20
	FOX 9.2/16			43. Simpsons [9.0/17]	66. Roc—Encore [6.8/12]	30. Beverly Hills 90210 [10.5/18] 9.9/17	11.0/19		
Friday Aug 30	ABC 10.5/22			22. Family Matters [11.0/25]	22. Growing Pains [11.0/23]	35. Perfect Strang. [9.8/21]	41. Perfect Strang. [9.3/19]	27. 20/20 [10.8/23] 10.8/23	10.8/23
	CBS 7.4/16			66. Fantastic Facts [6.8/15]	71. Primetime Pets [6.4/14]	53. CBS Friday Night Movie—The Diamond Trap [7.8/16] 7.6/16	7.8/16	7.8/16	7.8/17
	NBC 5.1/11			77. NBC Movie of the Week Friday—To My Daughter [5.2/11] 4.8/11	5.1/11	5.3/11	5.5/11	83. Hunter [4.8/10] 4.7/10	4.9/11
	FOX 5.6/12			74. America's Most Wanted [5.8/13] 5.6/13	6.1/13	76. World's Greatest Stunts [5.3/11] 5.1/11	5.5/11		
Saturday Aug 31	ABC 6.4/15			65. ABC Saturday Night Movie—The Golden Child [7.0/16] 5.6/13	6.6/15	7.8/17	8.2/18	79.ABC News—Revolution [5.1/12] 5.2/12	4.9/11
	CBS 4.3/10			83. Planet of the Turtleoids [4.8/11] 4.5/11	5.2/11	88. Scene of the Crime [4.1/9] 3.4/7	3.4/7	4.6/10	4.9/11
	NBC 9.6/22			38. Golden Girls [9.7/23]	24. Golden Girls [10.9/24]	16. Empty Nest [11.6/25]	35. Dear John [9.8/21]	53. Sisters [7.8/18] 8.0/18	7.7/18
	FOX 5.6/12			75. Cops [5.7/14]	69. Cops 2 [6.5/14]	81. Totally Hdn. Video [5.0/11]	81. Best of the Worst [5.0/11]		
Sunday Sep 1	ABC 6.8/14	79. Life Goes On [5.1/12] 4.5/11	5.6/13	43. Am. Fun. H. Videos [9.0/19]	63. ABC Sunday Night Movie—Octopussy [7.1/14] 5.5/11	6.8/13	7.4/14	7.9/15	8.1/16
	CBS 9.6/19	9. 60 Minutes [12.2/29] 11.4/28	13.0/30	33. Murder, She Wrote [10.0/21] 9.7/20	10.3/21	52. CBS Sunday Night Movie—Her Wicked Ways [8.0/15] 7.9/15	7.7/15	7.9/15	8.3/16
	NBC 5.9/12	86. Super Bloopers & Jokes [4.6/11] 4.1/10	5.1/12	87. Expose [4.2/9]	77. Real Life w/J. Pauley [5.2/11]	63. NBC Sunday Night Movie—Knight Rider 2000 [7.1/14] 5.9/12	6.7/13	7.6/14	8.1/16
	FOX 6.0/12	90. Taz-Mania [3.1/7]	89. Parker Lws [3.9/9]	56. In Living Color [7.7/16]	57. Roc* [7.6/15]	48. Married...w/ Chldrn [8.6/17]	53. Best of Cops [7.8/15]	83. Sunday Comics [4.8/9] 5.1/10	4.6/9

WEEKLY PRIME TIME AVERAGE	ABC 8.9/17	CBS 9.0/17	NBC 8.7/17	FOX 6.5/13
SEASON PRIME TIME AVERAGE	ABC 11.2/20	CBS 11.2/20	NBC 11.5/20	FOX 6.3/11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WCCO(AM)-WLTE(FM)-WCCO-TV Minneapolis □ Sold by Midwest Communications Inc. to CBS Inc. for $195 million. Sale includes WJMN-TV Escabana, Mich.; KCCO-TV Alexandria and KCCW-TV Walker, both Minnesota, and WFRV-TV Green Bay, Wis. **Seller** is headed by W.T. Doar Jr., and also operates Midwest SportsChannel, serving five-state area in Midwest. **Buyer** is headed by Laurence A. Tisch, and owns and operates seven AM's, 12 FM's and five TV's. WCCO(AM) is fulltimer with variety format on 830 khz with 50 kw. WLTE has soft adult contemporary format on 102.9 mhz with 100 kw and antenna 1,300 feet above average terrain. WCCO-TV is CBS affiliate on ch. 4 with 100 kw vis., 10 kw aur. and antenna 1,430 feet above average terrain.

KGA(AM)-KDRK-FM Spokane, Wash. □ Sold by Price Broadcasting Co. to Citadel Communications Corp. for estimated $13 million; sale includes KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California; KROW(AM)-KNEV(FM) Reno, and KHEZ(FM) Boise, Idaho. **Seller** is headed by John Price, and also owns KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, S.C. **Buyer** is headed by Lawrence R. Wilson and Fritz Beesemyer, and are partners in Citadel Associates Ltd., which owns KCNR(AM)-KLZX-FM Salt Lake City, KKFM(FM) Colorado Springs and KCTR-AM-FM Billings and KBOZ-AM-FM Bozeman, both Montana. KGA is fulltimer with country format on 1510 khz with 50 kw. KDRK-FM has country format on 93.7 mhz with 56 kw and antenna 2,380 feet above average terrain. *Broker: Communications Equity Associates.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$814,000** □ **5**

FM's □ **$1,620,000** □ **8**

AM-FM's □ **$13,100,000** □ **7**

TV's □ **$195,000,000** □ **5**

Total □ **$210,534,000** □ **25**

Year to Date:

AM's □ **$59,179,080** □ **191**

FM's □ **$151,393,646** □ **189**

AM-FM's □ **$179,433,972** □ **137**

TV's □ **$925,824,000** □ **61**

Total □ **$1,315,830,698** □ **578**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WMYK(FM) Moyock (Chesapeake, Va.), N.C. □ Sold by American Eagle Communications Inc. to Willis Broadcasting Corp. for $1.23 million in assumption of liabilities. **Seller** is headed by Jim Reese. **Buyer** is headed by radio group owner L.E. Willis Sr., and operates 12 AM's and 12 FM's; it recently purchased WCLN-AM-FM Clinton and WVVY(FM) Grifton, both North Carolina, for $650,000 and $800,000, respectively. WTZR has black adult contemporary format on 92.1 mhz with 3 kw and antenna 421 feet above average terrain. *Broker: Hickman Associates.*

WMJE(FM) Clarkesville, Ga. □ Sold by Clara Morris Martin to John Wesley Jacobs III for $425,000. Terms: $250,000 cash at closing, $10,000 escrow deposit and $165,000 consulting agreement to be paid over five years. **Seller** also has interests in co-owned WCHM(AM) Clarkesville, Ga. **Buyer** currently owns 49.1% of WMJE and is 25% stockholder of WDUN(AM) Gainesville, Ga. WMJE has popular hits and oldies format on 102.9 mhz with 3 kw and antenna 328 feet above average terrain.

KFNN(AM) Mesa (Phoenix), Ariz. □ Sold by principals within CRC Broadcasting Co. Inc. for $349,000. **Sellers** are Michael Ragins and Ronald Cohen, who have no other broadcast interests. **Buyers** are Jay Berman and David Lloyd, who have no other broadcast interests. KFNN has news-talk format on 1510 khz with 10 kw day.

WPFR(FM) Terre Haute, Ind. □ Sold by William R. Rice, receiver for Power Rock Broadcasting of Indiana Inc., to Bomar Broadcasting Co.-Lafayette Inc. for $325,000. Terms: $225,000 cash at closing and $100,000 escrow deposit. Licensee also operates co-owned WYTL(AM) Terre Haute, Ind. **Seller** has no other broadcast interests. **Buyer** is headed by Anthony Bove Sr. and Frank Bove, James C. Marcuccilli, Thomas M. Marcuccilli and WMRI Inc. (80%). Anthony Bove, Frank Bove, James Marcuccilli and Thomas M. Marcuccilli hold 18.59%, 18.68%, 9.43% and 9.4%, respectively, of voting stock of WMRI Inc., licensee of WGOM(AM)-WMRI(FM) Marion, Ind., and is permittee of WMJC(FM) Bremen, Ind., and also has interests in Bomar Broadcasting Co. of Lafayette Inc., licensee of WEZV(FM) Monticello, Ind. WPFR has CHR format on 102.7 mhz with 50 kw and antenna 500 feet above average terrain.

YTD
$72,380,760!

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KNOW(FM) Minneapolis-St. Paul; WIRR(FM) Virginia-Hibbing; WSCD(FM) Duluth; KQMN(FM) and KVVL(FM), both Thief River Falls; KQUH(FM) Duluth; KXLC(FM) La Crescent, and WSCN(FM) Cloquet, all Minnesota. It is also licensee of KLCD(FM) Decorah, IA; WGGL(FM) Houghton, MI; KRSD(FM) Sioux Falls, SD, and KFTN(FM) Sun Valley, ID. **Buyer** is headed J. Livingston Kosberg and George A. Vandeman, each 50% shareholders of NRG Twin Cities Inc., general partner of NRG Twin Cities Ltd., limited partner in assignee, and has no other broadcast interests. Action Aug. 23.

■ **KTRX(FM) Tarkio, MO** (BALH910701HC; 93.5 mhz; 3 kw; ant. 235 ft.)—Granted assignment of license from Ashdown Broadcasters Inc. to Kanza Inc. for $20,000. **Seller** is headed by Jimmy N. McCollum, and has interests in KLMX(AM) Clayton, NM, and KOKO(AM) Warrensburg, MO. **Buyer** is headed by Michael Carter, and is also licensee of KAOL(AM)-KMZU(FM) Carrollton, MO. Action Aug. 19.

■ **KBMN(AM) Bozeman, MT** (BAL910705EA; 1230 khz; 1 kw-U)—Granted assignment of license from Robert F. and Cathryn L. Pipinich, husband and wife, to Cowdrey Broadcasting Co. for $105,000. **Seller** has no other broadcast interests. **Buyer** is headed by Tracey R. Cowdrey, and has no other broadcast interests. Action Aug. 20.

■ **KYLT(AM)-KZOQ(FM) Missoula, MT** (AM: BTC910708ED; 1340 khz; 1 kw-U; FM: BTCH910708EE; 100.1 mhz; 3 kw; ant. -300 ft.)—Granted transfer of control from Sheri L. Smith to Jeff M. Smith Jr. in stock transfer within licensee for no consideration. Principals have no other broadcast interests. Action Aug. 20.

■ **KCSR(AM) Chadron, NE** (BAL910711EC; 610 khz; 1 kw-D, 118 w-N)—Granted assignment of license from Big Sky Co. to Chadrad Communications Inc. for $150,000. **Seller** is headed by Gregg Jones, Alan Kath and Donald J. Pilkington (trustee for Delouis M. Kath Trust). Jones and Pilkington have interests in KWIV(AM) Douglas and KASL(AM) Newcastle, both Wyoming. Pilkington and Kath have interests in KGOS(AM)-KERM(FM) Torrington, WY. Pilkington also has interests in KATH-FM Douglas, WY. **Buyer** is headed by Dennis A. Brown and Kathleen R. Brown (100%), and has no other broadcast interests. Action Aug. 22.

■ **KTNM(AM)-KQAY-FM Tucumcari, NM** (AM: BTC910711EA; 1400 khz; 1 kw-U; FM: BTCH910711EB; 92.7 mhz; 3 kw; ant. 64 ft.)—Granted transfer of control within Quay Broadcasters Inc. for $157,000. **Seller** is Charles A. Denney, and has no other broadcast interests. **Buyer** is John M. Dunn, and has no other broadcast interests. Action Aug. 22.

■ **WRQR(FM) Farmville, NC** (BTCH901221GE; 94.3 mhz; 1.95 kw; ant. 407 ft.)—Dismissed app. of transfer of control from WRQR Inc. to William Matchak for $10. **Seller** is headed by Sam E. Floyd, Greg W. Floyd, Ronald E. Stone, Don Kimbell, E. Roy Ruston and J. Guy Ratcliff. Sam Floyd has interests in Beasley Broadcasting Co., ultimate licensee of WFAI(AM) Fayetteville and WKML(FM) Lumberton, both North Carolina; WYNG-FM Evansville, IN; New South Broadcasting, licensee of WASC(AM) Spartanburg, SC; United Communications Inc., licensee of WAAJ(AM) Huntsville, AL; and WSJC Inc., licensee of WSJC(AM) Magee, MS. **Buyer** is also headed by Matchak (25%), Kyong Ja Matchak (28%), John Park (6%), Kyong Do Park (6%) and Kenneth Park (6%), and has no other broadcast interests. Action Feb. 6.

■ **WGTJ(TV) Greenville, NC** (BAPCT880921KE; ch. 38; 5000 kw-A; 500 kw-V; ant. 474.25 ft.)—Dismissed app. of assignment of license from Community Service Telecasters Inc. to Agape Coastal Television Inc. for $12,000. **Seller** is headed by Athene Baldwin Bunn, LaRhe Markham Vestal and Thalius J. Markham, and has no other broadcast interests. **Buyer** is headed by John W. Gainey III (47.75%), Frederick J. McCune (47.75%), Thalius J. Markham (3.50%) and Larhe Vestal (1.75%). Gainey and McCune each own 49% of Local Television Associates Inc., permittee of WFXI(TV) Morehead City, NC. Action Dec. 28.

■ **WKTX(AM) Cortland, OH** (BAL910626EA; 830 khz; 1 kw-D)—Granted assignment of license from Trumbull County Broadcasting Corp. to Miklos, Maria and Attili Kossanyi for $160,000. **Seller** is headed by Patrick H. Engrao and Albert Zippay. Engrao is 20% general partner in pending application for new FM at Hubbard, OH. Peggy Ann Engrao, wife of Patrick, and Zippay are 56% and 20% shareholders of WKTX(FM) Mercer, PA. Action Aug. 22.

■ **WWCD(FM) Grove City, OH** (BAPH910708HK; 101.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Video Service Broadcasting Corp. to Ingleside Radio Inc. for $2 million. **Seller** is headed by Arnold Cerolito, and has no other broadcast interests. **Buyer** is headed by Roger Vaughan, and has no other broadcast interests. Action Aug. 23.

■ **WUCO(AM) Marysville, OH** (BAL910708EA; 1270 khz; 500 w-U)—Granted assignment of license from Mid-America Broadcasting Co., debtor-in-possession, to Monarch Broadcasting Inc. for $108,940. **Seller** is represented by Sara J. Daneman, Chapter 7 trustee, and has no other broadcast interests. **Buyer** is headed by Robert P. Hutchinson (66%) and Donald Gorman (33%), and has no other broadcast interests. Action Aug. 19.

■ **KGW-TV Portland, OR** (BTCCT910627KH; ch. 8; 302 kw-V; 60.3 kw-A; ant. 1770 ft.)—Granted transfer of control from King Broadcasting Company to King Holding Corp. for $355 million plus other undisclosed consideration; actual price estimated to exceed $400 million (see KING-TV Seattle, below). Action Aug. 27.

■ **KCKX(AM) Stayton, OR** (BAL901213EA; 1460 khz; 1 kw-D, 15 w-N)—Granted app. of assignment of license from Communication Arts Inc. to The Concord Group Inc. for $84,000. **Seller** is headed by Emmett Eugene and Gail T. Boger, husband and wife, and has no other broadcast interests. **Buyer** is headed by Clifford A. Zauner (50%) and Virginia A. Zauner (50%), who have same interests in 94 Country Inc., which owns 100% of KWBY(AM) Woodburn, OR. Action Feb. 8.

■ **WCRO(AM) Johnstown, PA** (BAL901219EA; 1230 khz; 1 kw-U)—Granted app. of assignment of license from Tschudy Communications Corp to Eagle Broadcasting Group Inc. for $80,000. **Seller** is headed by Earl Judy Jr., Robert S. Janney and Joyce Jenkins. Judy is 51% stockholder of Shenandoah County Broadcasting Corporation, licensee of WSVG(AM) and WSIG(FM) Mount Jackson, VA. **Buyer** is headed by J. Richard Lee (70%), Dorothy K. Lee and Jane Allison Lee (30%), and has no other broadcast interests. Action Feb. 6.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	**10,943**	**1,539**	**12,482**
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	**1,482**	**202**	**1,684**
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
■ Total LPTV	**908**	**959**	**1,867**
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C175-1

Broadcasting Sep 16

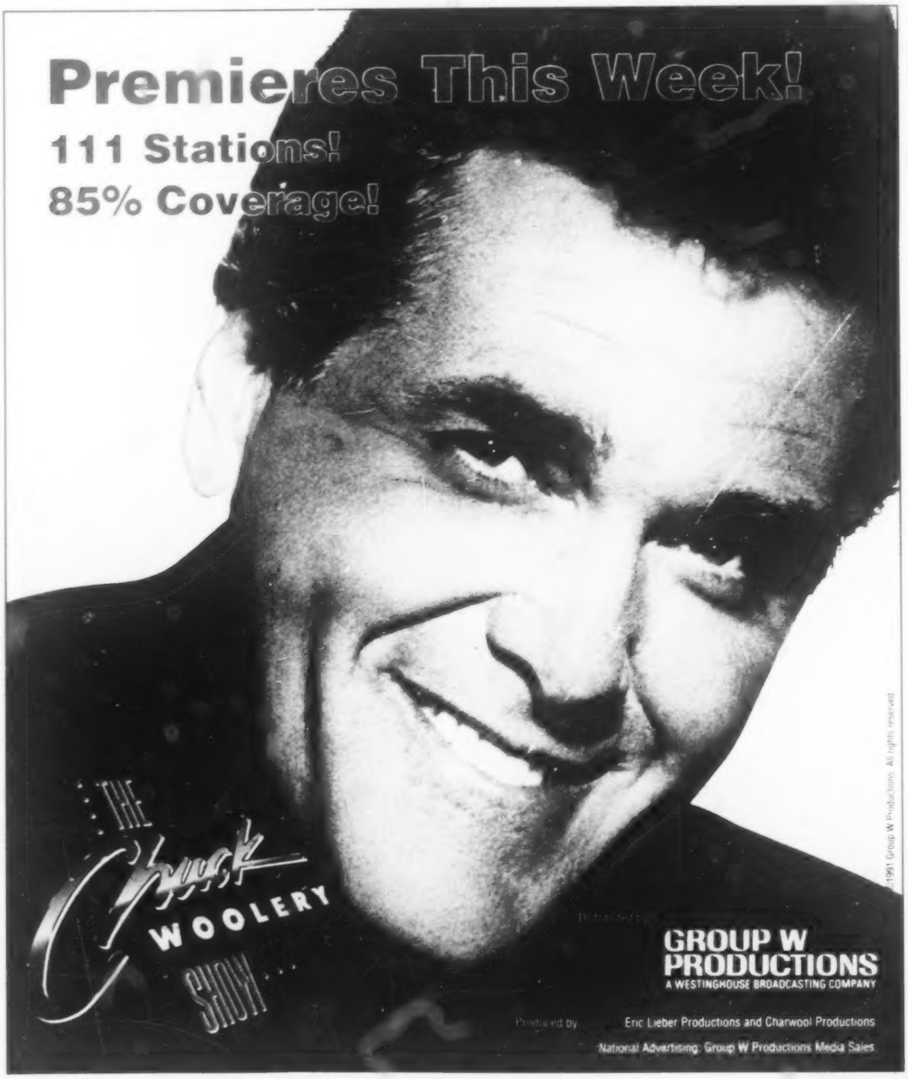
Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 27
Cosby's 'Bet Your Life,' future challenger to 'Wheel' and 'Jeopardy'?

RADIO / 33
Advertisers use format fragmentation to target specific lifestyles

CABLE / 37
MSO's begin budgets for '92, consider more aggressive fiber rollout

WASHINGTON / 44
Competing application filed for NBC O&O WRC-TV Washington



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Radio '91: Debating the DAB dilemma ◇ Early returns on fall TV season

THIS WEEK

Season premiere week now extends from July to October, and Fox's early starts seem to have helped shows' ratings; clockwise from top left: ABC's 'MacGyver,' CBS's 'Trials of Rosie O'Neill,' NBC's 'Fresh Prince' and Fox's 'Married...with Children' (page 19).

19 / EARLY RETURNS ON NEW SEASON

The days of fall-launch tidal waves are over: this year's new season began in July, with the Fox premiere of *Beverly Hills, 90210*, continues into the week of Sept. 23, the "official" start, and ends the third week in October. The stagger strategy has been a boon to Fox, whose debuts to date have broken records: *Beverly Hills* scored its highest rating ever with the July show; the debut of *Married...with Children* was the top-rated series for the week—a Fox first—and its new *Herman's Head*, which followed *Married...*, won its time period.

21 / ODDS ON MARSHALL

With more than nine months left in her current term, FCC Commissioner Sherrie Marshall's prospects for reappointment are already the hot topic among handicappers in communications circles. The reason for the early oddsmaking: Marshall has a good shot at becoming the next FCC chairman, provided she is returned to the agency and current chairman Alfred Sikes declines another turn at his post. Sikes is said to oppose her reappointment in the wake of her success at stymieing some of his initiatives, including his attempted repeal of the fin-syn rules.

22 / RADIO MOOD

Attendees at Radio '91 had mixed emotions about what the future holds. Advised by several speakers that they should bring to bear their penchant for adaptability and embrace DAB, many broadcasters wished that it were coming at any other time but the recessionary present. Attendance was down from Radio '90, but working sessions—on DAB, radio management, programing and sales—were SRO.

23 / NAB'S DAB ADO

Four days of discussion and debate at Radio '91 on digital audio broadcasting yielded such assessments as "threat," "inevitable" and "can of worms" from broadcasters who wondered about the haste with which the technology is proceeding. The NAB's exclusive focus on the Eureka 147 system was a target of criticism; as a result, the NAB's DAB task force concluded that "the radio industry must develop other options for the implementation of DAB."

25 / CUT COSTS, SAY PRESIDENTS

The four network TV presidents, meeting in Los Angeles, decried high production costs as a threat to the long-term health of the industry. One money-saver, suggested CBS's Jeff Sagansky, would be a switch to more tape technology in place of the more expensive film alternative. Among each president's predictions for shows likely to garner critical aclaim: *Sibs* (ABC), *I'll Fly Away* (NBC), *Herman's Head* (Fox) and *Brooklyn Bridge* (CBS).

26 / NEW TIME WARNER CABLE GROUP

HBO President and COO E. Thayer Bigelow has been named to head Time Warner Cable Programing, a new entity consolidating Time Warner's holdings in TBS, a 150-channel Queens system, a planned New York news channel and a local origination station in Rochester. A large part of his position, Bigelow said, will be to develop possibilities for national roll-outs. Bigelow will be succeeded at HBO by Executive Vice President and CFO Jeff Bewkes.

27 / PILOT TAPING FOR 'BET YOUR LIFE'

Carsey-Werner Co. and Bill Cosby trekked to Philadelphia—the star's hometown—for a pilot taping of *You Bet Your Life*, a revival of the Groucho Marx quiz show set for 1992 syndication. Audience reaction, according to a reporter who obtained tickets, was enthusiastic. According to a statement Cosby made before the taping, plans are to produce the show in Philly.

28 / NBC'S FLIGHT TO PHOENIX

NBC News and its Phoenix affiliate KPNX(TV) teamed up last week for a cooperative version of the *NBC Nightly News*, broadcast live from the city and featuring local issues of national import. Increased competition from local newscasts and CNN spurred the experiment, and network executives were pleased enough with the outcome to suggest similar forays—perhaps once a month—for the future.

33 / MOVING TARGET

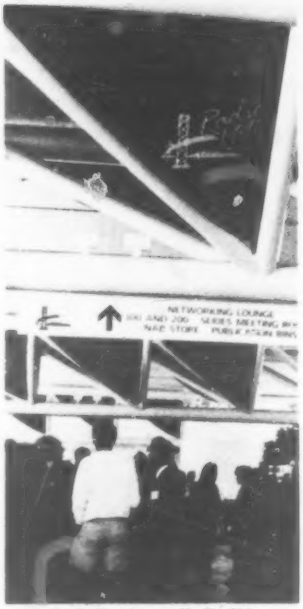
Advertisers and agencies are starting to take advantage of radio's ability to break down the unwieldy 25-54 demographic into targetable sub-groups. The first of the general media to fragment into sub-formats, radio has enhanced its ability to reach specific lifestyles by offering prepared mission statements defining the target audience. Thanks to the development of the varying format brands—CHR, AHR, AC, new AC, soft AC, oldies, AOR, classic rock and variations of country—stations and advertisers alike now can pick specific categories of potential customers.

34 / HELLO TO TRIMULCASTING

Pending FCC approval of the sale of two of the stations, a California broadcaster plans simultaneous transmissions over three same-frequency class-A FM's in adjacent southern California markets. John Douglas, president of Douglas Broadcasting, paid approximately $20 million for the three stations, which he hopes will provide an uninterrupted signal over the 200 miles between Escondido and Santa Barbara, a stretch that includes Los Angeles.

37 / SPRINT TO 550

Taking a look at their new fiscal year capital budgets, MSO's are wondering whether the next upgrade shouldn't bypass the 450-mhz rung and move straight on to 550. Such a jump would allow operators not only to program 78 channels but would also leave them positioned to handle compression when it arrives later in the decade.



DAB dominates Radio '91 convention (page 22)

38 / NEW CONTRACTS FOR SPORTSCHANNEL

The newly merged regional sports network in the San Francisco Bay area—the basic/pay hybrid SportsChannel Pacific—is approaching affiliates with a contract calling for pay penetration guarantees of 6-8%. Operators have some leeway in pricing the service but must reach certain revenue thresholds. The base guarantees offered by SportsChannel may have engendered a new attitude by TCI: once an opponent of the concept, the MSO has changed its philosophy now that its Liberty Media spinoff owns half of SportsChannel.

40 / SUITABLE ADS AND 'THE POPE'

The rejection by all three networks of spots for the controversially titled Miramax film "The Pope Must Die" has raised the oft-asked question: does quashing a piece generate more publicity than the work would get going unencumbered into the market? Standards and practices executives believe such free publicity is the point of some submissions, but Miramax says it has mixed feelings about the brouhaha. "Controversy for a comedy is not necessarily the greatest thing in the world," said one Miramax executive, who added that the company has no plans for legal action against the networks.

44 / COMPETITION FOR NBC O&O

The number of competing applications and petitions to deny filed in the first batch of the television renewal cycle has surprised some industry watchers: earlier predictions said that new FCC rules on abuse of process and settlement limits would dampen activity. Washington broadcasters are facing a number of challenges: a competing application for NBC-owned WRC joins a roster that includes petitions to deny licenses for all major Washington stations, filed by Hispanic groups, and petitions against Gannett-owned WUSA(TV).

45 / MEDIA'S IMPACT ON CONGRESS

What kind of a role does the ubiquitous TV camera—and the rest of the Capitol Hill media—play in the legislative process? An insignificant one, argues Stephen Hess, senior fellow at the Brookings Institution, in his book *Live from Capitol Hill? Studies of Congress and the Media*. Hess says that, with all the attention focused on big-name senators and scandals, TV doesn't really affect the process in an important way. Hill press people questioned Hess's conclusions: "The most dangerous place to be on Capitol Hill [is] between a TV camera and a congressman," said one staffer.

46 / PLEA FOR COMPULSORY LICENSES

A consensus seems to be building that eligibility for compulsory licenses to retransmit broadcast signals, currently the exclusive privilege of cable systems and, until 1995, satellite carriers, should be extended to wireless cable and SMATV. The FCC joined the industries in asking the Copyright Office to grant compulsory license to these cable competitors.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 2	ABC 14.8/26			[illegible]7. Sports Illustrated Prev [7.3/14] [illegible]/13	7.8/14	1. NFL Monday Night Football*—San Fran 49ers vs. NY Giants [18.3/32] 17.5/30	[illegible]9.9/32	19.6/32	17.2/30
	CBS [illegible]2.1/21			[illegible]3. Evening Shade [10.9/20]	17. Major Dad [12.2/21]	22. Murphy Brown [11.9/19]	13. Designing Wm [12.4/20]	12. Northern Exposure [12.5/22] 12.4/21	12.6/23
	NBC 9.6/16			38. Fresh Prince [9.9/19]	57. Blossom [8.6/15]	44. NBC Monday Night Movies—Maybe Baby [9.7/16] 8.9/15	9.5/15	10.1/17	10.2/19
Tuesday Sep 3	ABC 12.2/[illegible]			7. Full House [14.3/25]	8. Who's the Boss? [14.2/24]	3. Roseanne [17.2/28]	6. Coach [14.4/24]	71. Thirtysomething [6.6/12] 6.7/12	6.6/13
	CBS 10.7/18			36. Rescue: 911 [10.1/[illegible]7] 9.5/17	10.[illegible]/18	31. CBS Tuesday Night Movie—The Operation [11.0/19] 10.0/16	10.6/17	11.9/21	11.4/22
	NBC 11.0/19			38. Matlock [9.9/17] 9.5/17	10.4/17	27. Heat of the Night [11.5/19] 10.9/18	12.0/20	25. Law and Order [11.6/21] 11.5/20	11.8/23
Wednesday Sep [illegible]	ABC 10.6/19			27 Dinosaurs [[illegible]1.5/21]	31. Wonder Years [11.0/19]	11. Doogie Howser [12.8/21]	21. Davis Rules [12.1/20]	59. Anything But Love [8.3/15]	62. Married People [7.9/16]
	CBS 8.7/16			79. Rescue 911 [6.0/11] 5.7/10	6.4/11	34. Jake and the Fatman [10.7/18] 9.9/17	11.5/19	48. 48 Hours [9.4/18] 9.8/18	9.0/18
	NBC 11.0/20			9. Unsolved Mysteries [14.2/24] 13.0/24	15.0/26	30. Against All Odds [11.1/19]	56. Seinfeld [8.7/15]	50. Quantum Leap [9.1/17] 8.7/16	9.4/19
Thursday Sep 5	ABC 7.6/14			69. Fthr Dowling Mysteries [7.0/12] 6.7/12	7.2/12	70. American Detectives [6.9/12] 6.1/10	7.7/13	54. Primetime Live [8.8/18] 9.1/17	8.6/18
	CBS 7.4/13			60. Top Cops [8.2/15] 7.9/14	8.6/15	71. Trials of Rosie O'Neill [6.6/11] 6.3/10	6.8/11	65. Verdict Special [7.5/14] 7.3/13	7.6/14
	NBC 11.9/21			17. Cosby [12.2/22]	10. A Different World [13.2/23]	5. Cheers [14.7/24]	17. Wings [12.2/20]	45. L.A. Law [9.6/17] 9.6/17	9.6/18
	FOX 8.0/13			54. Simpsons [8.8/16]	79. Parker Lewis [6.0/10]	58. Beverly Hills 90210 [8.5/14] 8.2/13	8.7/14		
Friday Sep 6	ABC 10.5/21			38. Family Matters [9.9/20]	[illegible] S[illegible] Morning [[illegible]/20]	49. Perfect Strang. [9.3/18]	52. Growing Pains [8.9/17]	13. 20/20 [12.4/24] 12.2/23	12.6/25
	CBS 7.2/14			73. Fantastic Facts [6.5/13]	[illegible] the [illegible] [6.5/13]	65. CBS Friday Night Movie—Single Women, Married Men [7.5/15] 7.4/14	7.5/14	7.6/15	7.6/15
	NBC 9.7/19			42. Real Life w/J. Pauley* [9.8/20]	52. Expose* [8.9/18]	42. NBC Movie of the Week Friday—Deep Dark Secrets [9.8/19] 9.0/18	9.8/19	10.0/19	10.5/20
	FOX 5.6/11			81. America's Most Wanted [5.8/12] 5.1/11	6.6/13	84. World's Greatest Stunts [5.3/10] 5.2/10	5.5/11		
Saturday Sep 7	ABC 6.0/12			84. ABC World of Discovery [5.3/11] 5.1/11	5.4/11	77. The Young Riders [6.4/13] 5.1/10	6.1/12	7.1/14	7.5/16
	CBS 7.1/14			64. CBS Saturday Movie—Police Academy 5: Assnmnt Miami Beach [7.7/15] 6.0/13	7.5/15	8.4/16	8.8/17	81. Mimi & Me [5.8/12] 6.2/13	5.4/11
	NBC 10.1/20			37. Golden Girls [10.0/21]	27. Golden Girls [11.5/23]	13. Empty Nest [12.4/24]	35. Dear John [10.5/20]	61. Sisters [8.0/17] 8.0/16	7.9/17
	FOX 5.9/12			73. Cops [6.5/14]	68. Cops 2 [7.2/14]	83. Totally Hdn. Video [5.4/10]	88. Best of the Worst [4.4/9]		
Sunday Se[illegible]	ABC [illegible].2/16	78. Life Goes On [6.3/12] 5.8/12	6.8/13	16. Am. Fun. H. Videos [12.3/21]	17. Am. Funniest People [12.2/20]	50. ABC Sunday Night Movie—To Sav[illegible] Child [9.1/15] 8.2/13	9.1/15	9.6/17	9.6/18
	CBS 12.8/23	4. 60 Minutes [16.2/32] 14.6/30	17.8/34	22. Murder, She Wrote [11.9/20] 11.7/20	12.1/20	25. CBS Sunday Movie—Lies Before Kisses [11.6/20] 11.0/18	11.7/19	11.8/20	11.8/22
	NBC 6.8/12	90. Cartoon Spectac. [4.8/8] 4.9/10	3.6/7	86. Unsolved Mysteries [5.0/9] 5.2/9	6.7/11	63. NBC Sunday Night Movie—Blind Faith Part 1 [7.8/13] 6.9/11	7.4/12	8.0/14	8.7/16
	FOX 8.9/16	88. Am.Cutest Kids [4.4/9]	87. Parker Lws [4.7/9]	47. In Living Color [9.5/17]	45. Roc [9.6/16]	2. Married/Chdn* [17.9/29]	22. Herman's Head* [11.9/20]	73. Sunday Comics [6.5/12] 6.9/12	6.0/11

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 10.1/19	CBS 9.6/18	NBC 9.9/18	FOX 7.4/14
SEASON PRIME TIME AVERAGE	ABC 11.2/20	CBS 11.2/20	NBC 11.4/20	FOX 6.3/11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

reality, I guess it could happen," but on paper, Doak said, it would be a stretch to predict that a continuous, uninterrupted signal could be achieved.

Whether or not the signal is prone to interference, radio consultant Jim Duncan sees the trimulcast as the start of a trend. "I think it's a good idea, and you're going to see a lot more of it. It's a natural response to the overcompetition we have in some of these markets, for stations to confederate and increase their market power and also decrease the amount of competition in the market."

The price for the stations was less than $20 million, including an estimated $17 million for KMAX, a potential bargain considering the market size. But Duncan cautioned against comparing the stations' market value to a class B station. "It's like taking a bunch of sapphires and saying they're equal to this one diamond," he said. "There's just a lot more 'oomph' in the marketplace as far as credibility with advertisers if you have that one big stick versus three or four little ones. I just don't think that they can count on, at the end of this, having a value for those properties in any way approximate to the value of a good class B." But if the arrangement is successful, Duncan said, it will increase the value of the individual stations.

Douglas has not yet committed to a definite format, although he is considering sticking with the mix of black and Asian- and Hispanic-language programming he broadcasts at KMAX. "That's the format we've had so far.... It has worked for us, the trend [minority growth] is there, so it makes sense to at least explore that." **–JG**

TRACKING HISPANIC FORMATS

Birch

Format	Spring '89	Spring '90	Spring '91
Contemp int'l hits	33%	27%	23%
Ranchera/contemp Spanish hits	24%	20%	18%
Ranchera/nortena	12%	18%	18%
Ranchera	1%	3%	4%
Nortena	0%	1%	1%
Chicano	5%	5%	4%
Tex Mex	3%	6%	8%
Soft int'l hits	5%	2%	2%
Top 40 Spanish hits	6%	7%	12%
Spanish news/talk	11%	11%	10%

Arbitron

Format	Spring '89	Spring '90	Spring '91
Contemp int'l hits	37%	36%	28%
Ranchera/contemp Spanish hits	20%	17%	16%
Ranchera/nortena	14%	15%	23%
Ranchera	0%	2%	2%
Nortena	0%	1%	1%
Chicano	3%	2%	1%
Tex Mex	5%	7%	8%
Soft int'l hits	6%	4%	4%
Top 40 Spanish hits	5%	7%	10%
Spanish news/talk	10%	9%	7%

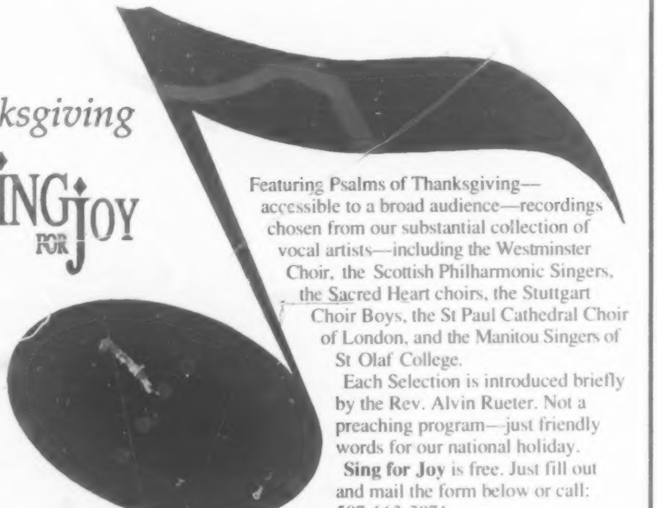
Source: Katz Hispanic Radio Research

TOP SPANISH FORMAT: CIH

Contemporary international hits (CIH) is the most popular format for Spanish-language radio, according to Katz Hispanic Radio's just-released report on spring 1991 national format averages. Both Arbitron and Birch numbers show CIH as the most popular. The analysis also found that the other Spanish-language formats showed "stable" or increased "time spent listening" numbers. Janet Therrien, vice president and director of marketing, Katz Hispanic Radio, and the study's author, cautioned that the findings should be used primarily for "directional purposes," as the number of stations in some formats is very small.

Arbitron added four markets to its list of Hispanic market reports for the spring 1991 survey, bringing the number to 20. Trending in the report was based on 20 markets for spring 1991 and 16 markets for both spring 1990 and 1989.

The report marks the first analysis since the switch by Birch to primary-language weighting in summer 1990. The year-to-year comparisons (see chart) take that into account.



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Station ______________________
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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WMMO(FM) **Orlando, Fla.** □ Sold by Radio Orlando to Granum Communications Inc. for $8.15 million. **Seller** is headed by James E. Martin Jr., managing partner, who is also partner in WAYP(FM) Holmes Beach, Fla., and WGCO(FM) Jessup, Ga. **Buyer** is headed by Herbert W. McCord, and is partnership with Wall Street firm Kohlberg, Kravis, Roberts & Co. Granum Communications also owns KDBN(AM)-KCDU(FM) Dallas. WMMO has adult rock format on 98.9 khz with 38 kw and antenna 440 feet above average terrain. *Broker: Media Services Group Inc.*

KMLO(FM) **Fallbrook, Calif. (San Diego-North County)** □ Sold by Galaxy Broadcasting Group to KMLO Inc. for $1.25 million. **Seller** is headed by Robert I. Jacobson, and has no other broadcast interests. **Buyer** is owned by N. John Douglas (55%), Prudential Insurance Co. (40.5%) and Pruco Life Insurance Co. (4.5%). Douglas plans to simulcast station along with KMAX(FM) Arcadia and KAGR(FM) Ventura, both Calif. KMLO Inc. is owned by Douglas Broadcasting Inc., which controls, through various subsidiaries, licensee of KMAX(FM) Arcadia, KEST(AM) San Francisco, KWWN(FM) Placerville and KOBO(AM) Yuba City, all California. Douglas also has interests in WKNR(AM) Cleveland. KMLO has light adult contemporary format on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

WXLY(FM) **North Charleston, S.C.** □ Sold by N. Charleston Radio Broadcasters Inc. to North Charleston Radio Corp. for $1.1 million. **Seller** is headed by Beverly Poston, and is 100% controlled by Bahakel Communications Ltd., which is licensee of seven AM's, eight FM's and eight TV's. **Buyer** is headed by Kenneth H. Maness; 100% voting stock is owned by Bloomington Broadcasting Corp., which owns three AM's and five FM's. WXLY has oldies format on 102.5 mhz with 100 kw and antenna 1040 feet above average terrain. *Broker: Gordon Rice Associates.*

WFRL(AM)-WXXQ(FM) **Freeport, Ill. (Rockford)** □ Sold by Freeport Radio Associates to Stateline Broadcasting Inc. for $900,000. **Seller** is headed by Arnold M. Zaff, and has no other broadcast interests. **Buyer** is headed by Harish Puri and Thomas Imhoff, and has no other broadcast interests. WFRL has adult contemporary format on 1570 khz with 5 kw day and 500 w night. WXXQ has CHR format on 98.5 mhz with 50 kw and antenna 450 feet.

KABI(AM)-KSAJ-FM **Abilene, Kans.** □ Sold by Warner Stations to Eagle Broadcasting Inc. for $650,000. **Seller** is headed by Norton Warner and also owns four AM's three FM's. **Buyer** is headed by John K. Vanier, and has no other broadcast interests. KABI has adult contemporary format format on 1560 khz with 250 w day. KSAJ-FM has oldies format on 98.5 mhz with 100 kw and antenna 443 feet above average terrain. *Broker: Jorgenson, Chapin & Co.*

WDOE(AM)-WCQA(FM) **Dunkirk-Fredon[illegible], N.Y.** □ Sold by Chautauqua Broadcasting Corp. to Tri-County Broadcasting Inc. for $650,000. **Seller** is headed by Vincent T. Ridikas, and has other broadcast interests. **Buyer** is headed by E. Michael Boyle and is licensee of WCED(AM)-WOWQ(FM) Dubois, Pa. Directors of Tri-County Broadcasting are also stockholders of Derrick Publishing Co. licensee of WKSN(AM)-WHUG(FM) Jamestown, N.Y. WDOE has adult contemporary format on 1410 khz with 1 kw day and 500 w night. WCQA has adult contemporary format on 96.5 mhz with 660 w and antenna 686 feet.

KEZV(FM) **Spearfish, S.D.** □ Sold by United Radio Group Inc. to Duhamel Broadcasting Enterprises for $525,000. **Seller** is headed by Richard J. Harr. Dean Sorenson, principal in seller, has 100% interest in five AM's and five FM's, and 50% interest in one AM and one FM. **Buyer** is headed by William F. and Peter A. Duhamel, and is licensee of KOTA-AM-TV Rapid City and KHSD-TV Lead, both South Dako-

Continues on page 43.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$470,000** □ **5**
FM's □ **$3,458,000** □ **9**
AM-FM's □ **$2,905,000** □ **7**
TV's □ **$210,000** □ **2**
Total □ **$7,043,200** □ **23**

Year to Date:
AM's □ **$59,649,080** □ **196**
FM's □ **$154,851,646** □ **198**
AM-FM's □ **$182,338,972** □ **144**
TV's □ **$926,034,200** □ **63**
Total □ **$1,322,873,898** □ **601**

For 1990 total see Jan. 7, 1991 BROADCASTING.

CLOSED!

WUSQ-AM/FM, Winchester, Virginia from **The Holt Corporation of Virginia,** Arthur Holt, President to **Benchmark Communications,** Joe Mathias, Phillip Rainwater and Bruce Spector, Partners for **$3,400,000.**

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OR; KTVB(TV) Boise, ID, and KHNL(TV) Honolulu, KOGG(TV) Wailuku and KHBC-TV Hilo, all Hawaii (see "For the Record," Sept. 9). **Seller** is headed by Priscilla Bullitt Collins and Dorothy Stimson Bullitt, sisters, and sold KING-AM-FM Seattle ("Changing Hands," July 15). King Broadcasting is also selling KGW(AM)-KINK(FM) Portland, OR, and KSFO(AM)-KYA(FM) San Francisco. **Buyer** is headed by Frank T. Nickell, Trygve E. Myhren and Jack C. Clifford. Providence Journal Co. operates, through various subsidiaries, WCNC-TV Charlotte, NC; WHAS-TV Louisville, KY; KGSW-TV Albuquerque, NM, and KMSB-TV Tucson, AZ. Action Aug. 27.

■ **WHRD(AM) Huntington, WV** (BAL910712ED; 1470 khz; 5 kw-D)—Granted assignment of license from Marshall University Foundation Inc. to Southern Communications Corp. for $30,000. **Seller's** board of directors is headed by Phil E. Cline, and has no other broadcast interests. **Buyer** is headed by R. Shane Southern, Ira W. Southern (90%) and Judy M. Southern (10%), and is licensee of WIWS(AM)-WCIR-FM Beckley, WV. Action Aug. 27.

■ **WMON(AM)-WZKM(FM) Montgomery, WV** (AM: BAL910424HC; 1340 khz; 1 kw-U; FM: BAPH910424HU; 93.3 mhz; 4 kw; ant. 218 ft.)—Granted assignment of license and CP (WZKM) from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for $101,500. **Seller** is headed by Arthur Clark, George Waters, Ted Julian and Jeff Batten, and has no other broadcast interests. **Buyer** is headed by Vivian Jean Brown and Michael D. Brown, wife and husband, Sarah Agnes Johnson and C. Farrell Johnson (100%), and is licensee of WVAR(AM)-WCWV(FM) Richwood-Summerville, WV. Action Aug. 20.

■ **WOBG(FM) Salem, WV** (BAPH901019GI; 105.7 mhz; 250 w-D)—Granted assignment of CP from Salem Broadcasters to Hilber Corp. for $72,000. **Seller** is headed by Richard L. and Betty Lou Frame, and Donald L. and Judy V. Mills. Millses have interests in WBES-FM Dunbar, WV. **Buyer** is headed by Robert G. Steinhilber and Sally L. Steinhilber, and is licensee of WOBG(AM) Clarksburg, WV. Action Aug. 22.

■ **WGEZ(AM) Beloit, WI** (BAL901220EA; 1490 khz; 1 kw-U)—Granted assignment of license from Seehafer Broadcasting Corp to Great Radio Broadcasting Group for $300,000. **Seller** is headed by Donald Seehafer, and owns WOMT(AM)-WQTC-FM Manitowoc; WXCO(AM)-WYCO(FM) Wausau, both Wisconsin, and KWEB(AM)-KRCH(FM) Rochester, MN. **Buyer** is headed by Stephen P. Walrath (50%), Elroy A. Voigt (25%) and Lana S. Voigt (25%), and has no other broadcast interests. Action Feb. 8.

■ **WKBH-AM-FM Holmen-Trempeleau, WI** (AM: BAL910620GO; 1570 khz; 1 kw-D, 500 w-N; FM: BALH910620GP; 105.5 mhz; 3 kw; ant. 531 ft.)—Granted assignment of license from Continental Broadcasting of La Crosse to Riverview Communications Inc.; in consideration, Continental Broadcasting and Riverview Communications agree to dismiss with prejudice all claims and counterclaims made by parties in La Crosse County court case Continental v. Riverview. **Seller** is headed by David Peschau, and has no other broadcast interests. **Buyer** is headed by Patrick Delaney (45.6%), Joseph Roskos (31.1%), Michael Schmitz (17.1%) and Marge Neader (6.2%). Delaney has 51% interest in DN Communications Inc., licensee of WOSX(FM) Spencer, WI. Action Aug. 20.

NEW STATIONS

Applications

■ **Ceres, CA** (BPFT910813KE)—BET Nahraun Inc. seeks ch. 23; 15 [illegible]; ant. 47 m. Address: P.O. Box 4116, Modesto, [illegible] 95352. Principal is headed by William Dadesho, and has no other broadcast interests. Filed Aug. 13.

■ **Panama City Beach, FL** (BPCT910815KF)—Bowers Network Inc. seeks ch. 46; 2,450 kw; ant. 359 m. Address: 4520 Park Breeze Court, Orlando, FL 32808. Principal is headed by Claud W. Bowers, who has interests in Sharp Communications Inc., licensee of WACX(TV), Leesburg, FL. Filed Aug. 15.

■ **Panama City Beach, FL** (BPCT910815KE)—Beach TV Properties Inc. seeks ch. 46; 1,268 kw; ant. 167 m. Address: 8317 West Hwy 98, Ste. 23, Panama City, FL 32407. Principal is headed by Jud Colley and Tonita Davis, and is licensee of LPTV's at Panama City, Key West and Destin, all Florida; Cape May, NJ, and Charleston, SC. Davis is permittee of LPTV at Perdido Key, FL. Filed Aug. 15.

■ **Union City, TN** (BPH910808MC)—Twin State Broadcasting Inc. seeks 105.7 mhz; 6 kw; ant. 100 m. Address: 329 S. Second St., Union City, TN 38261. Principal is headed by Rodney Taylor, and has no other broadcast interests. Filed Aug. 8.

■ **Union City, TN** (BPH910808MD)—River Radio Inc. seeks 105.7 mhz; 6 kw; ant. 100 m. Address: 300 N 4th St., Fulton, KY 42041. Principal is headed by Alvin E. McClain, who owns 49% of River County Broadcasting Corp., licensee of WKZT(AM) Fulton, KY. Filed Aug. 8.

Actions

■ **Fruithurst, AL** (BPH900301MF)—Granted app. of Steven L. Gradick for 102.7 mhz; 6 kw; ant. 100 m. Address: 12 First Ave. W, Fruithurst, AL 36262. Principal owns 100% WKNG Inc., licensee of WKNG(AM) Tallapoosa, GA. Action Aug. 20.

■ **Fruithurst, AL** (BPH900301MG)—Dismissed app. of Evergreen Communications Co. for 102.7 mhz; 3 kw; ant. 106 m. Address: 705 N. Main St., Roanoke, AL 36274. Principal is headed by James C. Vice and Kay C. Vice, and has no other broadcast interests. Action Aug. 20.

■ **Agana, GU** (BPED890830MD)—Granted app. of Catholic Educational Radio for 90.9 mhz; 3.1 kw; ant. 151 m. Address: Archdiocese of Agana Inc., Cuesta San Ramon, Agana, GU 96910. Principal is headed by Brigido U. Arroyono, and has no other broadcast interests. Action Aug. 15.

■ **Arcola, IL** (BPH901228MA)—Granted app. of Rollings Communications of Illinois Inc. for 107.9 mhz; 6 kw; ant. 100 m. Address: 400 N. Broadway Ave., Urbana, IL 61801. Principal is headed by Mark Rollings, and is licensee WUFI(AM)-WZNF(FM) Rantoul, IL. Action Aug. 16.

■ **Herrin, IL** (BPH890405ME)—Granted app. of Herrin Broadcasting Inc. for 92.7 mhz; 3 kw; ant. 99 m. Address: 2279 Springs Landing Blvd., Longwood, FL 32779. Principal is headed by Barbara Reichel, and has no other broadcast interests. Action Aug. 15.

FACILITIES CHANGES

Actions

AM's

■ **Vero Beach, FL** WAVW(AM) 101.7 mhz—Aug. 19 application (BMLH891207KG) granted mod. of

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	**10,943**	**1,539**	**12,482**
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ **Total TV**	**1,482**	**202**	**1,684**
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
■ **Total LPTV**	**908**	**959**	**1,867**
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

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On the up and up: Tracking the rising cost of a network half-hour

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ABC Talkradio premieres Deborah Norville interview show

BUSINESS / 51

Election, Olympics won't boost '92 as much as expected, predicts seminar

CABLE / 56

Cable's declining interest in first-run movies may benefit broadcasters

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ON THE EVE OF RTNDA

State of the art: Journalism

THIS WEEK

15 / TV NEWS: MAKING LESS COVER MORE

Cutbacks and consolidation are the general rule in radio and TV news, both at the local and network levels. Revenue shortfalls have led not only to staff reductions but also to cuts in the number of newscasts at some stations; some news directors expect the new "do more with less" climate to be permanent, or at least long-term. On the flip side, NBC-owned KCNC(TV) Denver is expanding its news, despite a tighter budget. News director Marv Rockford is gambling that the newscast bottom line will beat the expense of running syndicated programing.

Lean times at local stations force news operations to do more with less (page 15).

News
Eyewitness

17 / LAST WORD ON CUTBACKS: DON'T

As he prepares to depart Post-Newsweek Stations after 22 years as vice president of news, Jim Snyder warns that the current cutback mentality threatens the long-term health not only of news operations but of the stations themselves. "News is so important to a local station that it should be the last thing they cut," Snyder says in a BROADCASTING interview. "Those stations that have created a loyal audience for themselves are the ones that are going to survive."

18 / NEW SEASON: THREE NIGHTS, THREE WINNERS

Very strong ratings performances by *Murphy Brown* and *Designing Women* gave CBS a big win on the first night on the "official" new season. Tuesday, with high numbers for *Full House*, *Home Improvement* and *Roseanne*, belonged to ABC, and NBC took Wednesday. Overall, the three-network audience share on Monday was up one point from last year, while the three-network rating performance was up 4%. Shares dropped slightly over last season on Tuesday and Wednesday.

19 / 'MARRIED' SCORES IN SYNDICATION

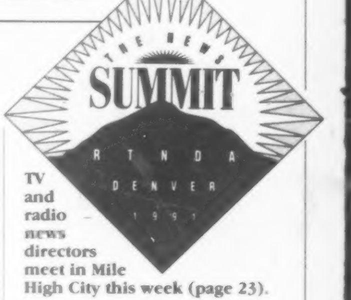
Married...with Children's syndication debut was a big hit for Columbia Pictures Television and the stations that bought it: in 21 of 27 metered markets the show earned double-digit increases or better in the time period compared to a year ago. The 27-market average over three nights was 8.7/17, representing a 40% ratings gain over a year ago. According to Barry Thurston, president, syndication, CPT, that's the best start for a new show in syndication since the launch of *M*A*S*H* and *Happy Days* in 1979.

20 / PROSPECTS FOR LOCAL DBS

Two direct broadcast satellite proponents, Local DBS Inc. and Advanced Communications Inc., are moving ahead with plans that would allow local broadcasters to deliver signals to home-receive antennas in their local markets. Local DBS hopes it has enough customer commitments to warrant building three satellites for launch in mid 1995, '96 and '97. According to both proponents, the technology would provide each broadcaster with signal parity, whether HDTV or NTSC, within each beam.

21 / SIKES: GOLDEN AGE POTENTIAL

FCC Chairman Alfred Sikes told the International Radio and Television Society that, even though the asset value of cable is now nearly double that of over-the-air TV, broadcasters are still the "lifeline" of the industry, providing local coverage of news and public affairs. He says that a commitment to quality programing by the media and wider latitude from the FCC could produce a new "golden age" of television.



TV and radio news directors meet in Mile High City this week (page 23).

23 / SPECIAL REPORT: JOURNALISM

The RTNDA convenes in Denver amidst recessionary pressures that are encouraging the news industry to do more with less. TV stations are cutting back on investigative units; small-market radio stations are finding that competition from new information sources is hurting their ability to fund and produce local news, and networks are looking for ways to enhance their presidential election coverage on tighter budgets. However, economic pressures have engendered changes that some may consider salutary: the networks have come to rely more strongly on their affiliates for spot news coverage; small, affordable videotape formats have been developed and successfully used in the field, and 24-hour local cable news services are providing access to community events that local newscasts can't cover.

37 / NORVILLE MAKES RADIO DEBUT

Former NBC *Today* show

host Deborah Norville begins her three-hour nightly interview/call-in show on ABC Talkradio this week, approaching the audience with the message, "Life is great, but don't take it too seriously." Norville takes over the slot vacated by Sally Jessy Raphael, and hopes to create a "fireside chat" atmosphere by originating the show from the living room of her Manhattan apartment.

39 / AOR STATIONS SURGE IN BIRCH

Results of the Birch summer survey of the top 10 markets show that stations programing album-oriented rock posted the biggest audience gains, but the solid leaders continued to be urban contemporary and contemporary hits radio.

44 / THE FIGHT OVER PRODUCTION COSTS

In the studio-network finger-pointing over who's responsible for the high cost of TV productions, there is some agreement: long-term contracts with writers and producers and package deals with agents are major culprits. But each side blames the other for spawning the boom in these above-the-line costs. Behind the debate are some big cost increases in the last five years: license fees charged the networks have jumped, on average, from $275,000 per show to $450,000, while studios' per-show deficits have climbed from $50,000 to $250,000.

DBS proponents plan satellite distribution for local stations (page 20).

48 / HIGH-COURT TV: SO NEAR, YET SO FAR

If Clarence Thomas is confirmed as the next justice, the number of Supreme Court members not opposed to TV coverage of oral argument will total five—a majority—but don't expect cameras in the chamber soon. Three justices—Byron White, Henry Blackmun and John Paul Stevens—are said to be strongly opposed, and there is said to be an understanding among the members that the decision, if made, be unanimous.

49 / RETRANS CONSENT BILL?

Representative Dennis Eckert (D-Ohio) is expected to introduce retransmission-consent legislation in the House—perhaps this week—either as standalone legislation or as an amendment to the current House cable reregulation bill. Meanwhile, S. 12, the Senate's reregulation package, appears headed for easy passage in early October.

50 / DROP IN MINORITY OWNERSHIP

Figures to be released next week by the National Telecommunications and Information Administration will show that minority ownership of broadcast properties has dropped substantially over the last two years. Jim Winston, president of the National Association of Black Owned Broadcasters, lays the blame on what he calls the FCC's abandonment of the distress-sale policy, plus poor financial conditions that give sellers little incentive to use the minority tax certificate, which allows deferral of capital gains taxes.

56 / CABLE: MOVING OUT OF MOVIES?

Cable networks are saying that first-run theatrical movies are no longer as valuable as they once were, and broadcasters see hope for better prices in cable's abated appetite. Much will depend on whether the industry continues to hold back on buying once it depletes its current film inventory. Distributors like Warner Bros. say that prices are strong now and will stay that way.

60 / CBA: STATUS QUO OK

Its petition for FCC rulemaking is not a ploy to upgrade the secondary status of low-power TV stations, avers the Community Broadcasters Association. Rather, the group says, it merely wants a name change (from "low-power television service" to "community broadcasters"), higher power allowances and a switch from five-digit designations to four-letter call names. Other broadcast TV associations, including the NAB, called the petition a "back door" request to gain primary consideration for HDTV spectrum that will be allocated to full-power stations during the next few years.

"Murphy Brown" helped carry CBS to big ratings win in season opener (page 18).

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AOR STATIONS POST TOP GAINS IN SUMMER SURVEY

Urban contemporary and contemporary hits radio continue to dominate biggest markets

Radio stations programing urban contemporary and CHR formats continue to dominate the top-10 markets, according to just-released Birch summer survey numbers, but the biggest gains were posted by album-oriented rock stations: in New York, Group W's WNEW-FM jumped from 4.3 to 5.3 after undergoing some format fine-tuning this year, and in Chicago, newcomer WWBZ-FM continued to improve, moving from 4.1 to 5.8. Other AOR gainers included KITS(FM) San Francisco, growing from 2.4 to 3.2, WWDC-FM Washington, from 3.9 to 5.4 and CBS rocker KTXQ(FM) Dallas, from 6.4 to 7.7.

Market-by-market highlights include:

- New York: Urban-formatted WRKS-FM gained slightly from the spring survey, from 7.5 to 7.7, to finish number one, while WQHT(FM) slipped ahead of fourth-place finisher WBLS(FM). All-sports WFAN(AM) grew from 3.3 to 4.0, tucked in behind all-news WINS(AM) at 4.1
- Los Angeles: CHR outlet KIIS-AM-FM edged ahead of spring leader KKBT(FM). Capcities/ABC talker KABC(AM) went up from 4.6 to 5.4, and Howard Stern's new outlet KLSX(FM) inched up from 3.1 to 3.2.
- Chicago: Urban leader WGCI-FM moved from 9.4 to 10.6, well ahead of WGN(AM) with 8.2. CBS CHR WBBM-FM retained third place with 7.4, well ahead of fifth-place WVAZ-FM at 4.5.

BIRCH SUMMER NUMBERS

Spring 1991 vs. Summer 1991

1. New York

WRKS-FM	Urban	7.5	7.7
WQHT(FM)	CHR	5.2	5.5
WNEW-FM	AOR	4.3	5.3
WBLS(FM)	Urban	5.4	4.8
WCBS-FM	Oldies	4.3	4.1
WHTZ(FM)	CHR	4.0	4.1
WINS(AM)	News	4.4	4.1
WFAN(AM)	Sports	3.3	4.0
WXRK(FM)	Classic rock	3.5	3.9
WNSR(FM)	Soft AC	3.5	3.3
WOR(AM)	Talk	3.6	3.3
WQCD(FM)	Jazz	2.9	3.2

2. Los Angeles

KIIS-AM-FM	CHR	6.4	6.7
KKBT(FM)	Urban	6.6	6.0
KLOS(FM)	AOR	6.3	5.6
KABC(AM)	Talk	4.6	5.4
KOST(FM)	Soft AC	4.6	5.3
KPWR(FM)	CHR	5.0	4.4
KROQ-FM	AOR	4.4	3.7
KLSX(FM)	Classic rock	3.1	3.2
KRTH-FM	Oldies	2.3	2.9

3. Chicago

WGCI-FM	Urban	9.4	10.6
WGN(AM)	MOR/Talk	8.0	8.2
WBBM-FM	CHR	8.7	7.4
WWBZ-FM	AOR	4.1	5.8
WVAZ-FM	Urban	6.7	4.5
WCKG(FM)	Classic rock	4.5	4.0
WUSN(FM)	Country	4.7	4.0
WLUP-FM	AOR	3.6	3.8
WXRT(FM)	AOR	3.2	3.8
WBBM(AM)	News	3.9	3.4
WNUA(FM)	AC	3.2	3.3

4. San Francisco

KMEL(FM)	CHR	8.5	9.3
KGO(AM)	News/talk	8.6	7.9
KSOL(FM)	Urban	4.1	4.6
KCBS(AM)	News	4.3	4.3
KIOI(FM)	AC	3.1	3.4
KSAN(FM)	Country	2.8	3.3
KFRC(AM)	Classic MOR	2.8	3.2
KITS(FM)	Modern rock	2.4	3.2
KNBR(AM)	Sports/talk	3.2	2.8
KBLX-FM	New AC	2.8	2.6

5. Philadelphia

WUSL(FM)	Urban	10.8	8.7
KYW(AM)	News	6.8	7.3
WMMR(FM)	AOR	8.1	7.2
WIOQ(FM)	CHR	6.6	7.1
WYSP(FM)	Classic rock	7.6	6.6
WPEN(AM)	Nostalgia	5.3	5.8
WXTU(FM)	Country	4.1	5.1
WDAS-FM	Urban	5.5	4.6
WEGX(FM)	CHR	4.7	4.5
WWDB(FM)	Talk	4.5	4.4

6. Detroit

WJLB(FM)	Urban	8.8	8.5
WJR(AM)	MOR/n-tlk	7.0	7.2
WHYT(FM)	CHR	7.3	6.2
WJZZ(FM)	Jazz	4.8	5.6
WWWW(FM)	Country	5.1	5.5
WCSX(FM)	Classic rock	4.4	5.3
WMXD(FM)	Urban	2.9	5.3
WDFX(FM)	CHR	4.6	5.2
WLLZ(FM)	AOR	5.9	4.4
WRIF(FM)	AOR	4.7	4.2

7. Washington

WPGC-FM	CHR	12.2	13.4
WKYS(FM)	Urban	6.4	6.3
WMZQ-A-F	Country	4.8	5.7
WWDC-FM	AOR	3.9	5.4
WGAY-FM	Easy	4.2	4.5
WAVA(FM)	CHR	5.2	4.2
WASH(FM)	AC	4.3	3.8
WCXR(FM)	Classic rock	3.3	3.8
WXTR-FM	Oldies	2.4	3.4
WMMJ(FM)	AC/Motown	3.3	3.3
WRQX-FM	Hot mix	3.1	3.3

8. Dallas-Fort Worth

KSCS(FM)	Country	11.0	11.0
KTXQ(FM)	AOR	6.4	7.7
KJMZ(FM)	Urban	4.9	6.1
KPLX(FM)	Country	7.2	6.0
KKDA-FM	Urban	7.0	5.9
WBAP(AM)	Country	4.3	5.4
KEGL(FM)	CHR	4.9	4.8
KVIL-AM-FM	AC	5.1	4.7
KZPS(FM)	Classic rock	3.0	4.0
KDGE(FM)	New rock	3.3	3.8

9. Boston

WZOU(FM)	CHR	10.0	10.8
WXKS-FM	CHR	7.0	7.9
WBCN(FM)	AOR	6.6	7.3
WBZ(AM)	AC	5.6	5.4
WRKO(AM)	Talk	6.2	5.2
WBMX(FM)	AC mix	3.2	4.2
WZLX(FM)	Classic rock	4.7	4.2
WHDH(AM)	Talk	3.5	4.1
WODS(FM)	Oldies	4.2	4.0
WSSH-FM	Easy	4.7	3.9

10. Houston/Galveston

KIKK-FM	Country	10.0	9.4
KLOL(FM)	AOR	7.6	8.1
KILT-FM	Country	6.8	7.7
KBXX(FM)	AC	3.3	7.5
KMJQ(FM)	Urban	7.1	5.5
KHMX(FM)	Mix	5.3	5.3
KRBE-FM	CHR	4.2	5.1
KODA(FM)	AC	4.2	4.8
KZFX(FM)	Classic rock	4.5	3.6
KHYS(FM)	Urban	2.5	3.4
KLDE-FM	Oldies	2.9	3.2

PROGRAMING

THE RISE AND RISE OF PROGRAM PRICES

Networks and studios point fingers at each other for increases over past six years

Nearly two weeks ago the four network television entertainment division presidents sat before a Hollywood luncheon crowd and repeated a common theme. If television production costs aren't brought more in line with economic realities, the networks will have to rely more and more on low-cost programing, like reality shows, in the short run—and in the long run may have to cut back the number of hours of prime time programing they air. Although blame for the exorbitant rise in costs is bounced back and forth between networks and studios, depending on which executives are the featured speakers at a particular luncheon, the breakdown of costs to produce a half-hour show this season versus six years ago indicates that the increases are being shouldered by both entities.

In comparing license fees, the networks are paying an average of nearly 45% more this year for a half-hour series than they did in the 1985-86 season. "License fees have escalated well beyond the escalation of advertising revenues," complained one network executive.

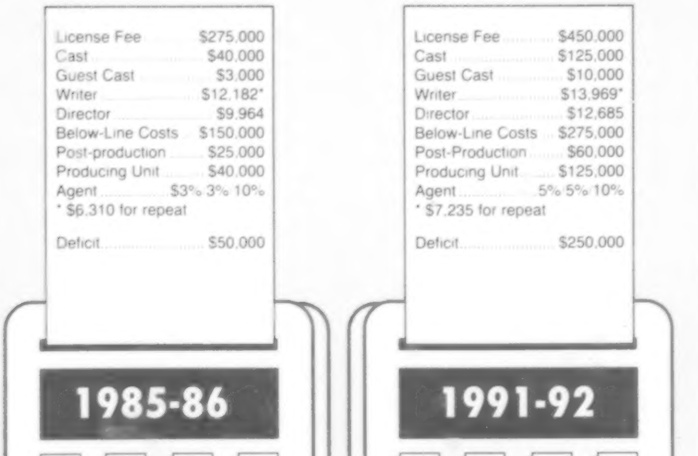
Most notable for the studios is the bottom line, where the average deficit per show assumed by the studios is approximately $250,000, five times the burden six years ago. That works out to an average of $6.5 million in the red for each half-hour produced on a yearly basis.

"The cost of the actual physical production has not grown at an alarming rate," said Peter Tortorici, executive vice president, CBS Entertainment, "rather it has risen more along the lines of typical inflationary growth. Where things went crazy were the above-the-line costs, especially for writer-producers."

The explosion in compensation for writing and producing talent came during a year-and-a-half- to two-year period following the launch and growth in popularity of *The Cosby Show*, which signaled a return of the half-hour form after network observers had declared the situation comedy a dead format. "When comedies were deemed to be the next big thing, a lot of speculation was done and many writer-producer teams were signed to big deals," said one network source. "They [the writing and producing deals] were, and are, beyond what the market could sustain. Those deals don't make sense in today's environment, but they're still around," said another network executive. "There's a tremendous amount of overhead being ammortized among episodes because of those deals," he said.

While both the networks and studios agree that long-term contracts tieing up writing and producing talent is the area where costs have risen the most, both point the finger at each other for the development. Network executives commonly point out that the studios offered the deals to the writer-producer teams, while the studios argue that the networks decry those deals but turn around and insist on working with only those few people. "Do network programing executives fall in love with a talent for a particular show? Yes, but the amount that we'll pay for that talent has

THE COST OF A NETWORK HALF-HOUR



1985-86		1991-92	
License Fee	$275,000	License Fee	$450,000
Cast	$40,000	Cast	$125,000
Guest Cast	$3,000	Guest Cast	$10,000
Writer	$12,182*	Writer	$13,969*
Director	$9,964	Director	$12,685
Below-Line Costs	$150,000	Below-Line Costs	$275,000
Post-production	$25,000	Post-Production	$60,000
Producing Unit	$40,000	Producing Unit	$125,000
Agent	$3%/3%/10%	Agent	5%/5%/10%
* $6,310 for repeat		* $7,235 for repeat	
Deficit	$50,000	Deficit	$250,000

changed," said a network executive.

One area that studios and the networks agree upon is the package deals made with agents. In the past, agents were given a package deal by the studio when they put together many of the components of a television series, including the star, writer, producer and director. For that service the agent was paid a per-episode fee and a percentage of the profits. Today, according to TV executives, agents are too often able to extract package deals by bringing only one component of the package.

"You have to start with the agents. Agents have to re-educate their clients about the environment. They have to lower their client's expectations. The agents as well as others took advantage of the exploding marketplace due to the growth of domestic syndication and the foreign market," said one network executive. "Package deals are troublesome because they represent such a big dollar figure. Nobody minds paying for a job well done, and many times agents do a wonderful job of putting a show together. But too often an agent uses the leverage he has by representing certain clients to extract a package deal," said another network executive.

"I don't think those [package deals] are a major part of the cost," said Jerry Katzman, agent at the William Morris Agency, and who represents English/Shukovsky Productions. "You're talking about $15,000 an episode," he said, referring to the first percentage an agent receives for a package deal. "The major cost of a show is [caused] by the refusal of the networks to say no," said Katzman.

The 3%-3%-10% formula used most often in 1985-86 is still used today by agents; however, several studio sources said many agents are extracting "the more onerous 5%-5%-10% package," as one studio executive called it. The breakdown of the formula is as follows. The first figure is a percentage of the license fee paid to the agent from each episode. So if the license fee for a show that an agent has a package deal with is $450,000, his weekly fee will be $22,500. The agent receives this fee for the life of the show, and if for some reason the component (actor, writer, director, etc.) the agent brings to the show leaves the series, the agent continues to receive his percentage. The second figure is also based on the license fee, and the agent receives an additional 3% or 5%, depending on which formula is used. This percentage kicks in to the agent and is tied to the profitability of the series. The final percentage, and the one that can be the most lucrative to the agencies, is tied to the back-end, or syndication, revenues of a series. For instance, when *The Golden Girls* was sold into syndication, industry reports put Buena Vista's licensing fees in upwards of $200 million. Depending on what kind of deal was negotiated, if an agent had a package deal for the network run of the series, his back-end percentage could net him up to $2 million in addition to the show's other revenues.

The cost breakdowns shown represent the major costs for a network half-hour filmed series produced in the 1985-86 and 1991-92 seasons. In most cases figures used are an average of costs given by studio and network sources. While the figure shown for 1991-92 license fees is $450,000, that figure can range anywhere from $375,000 to more than $1 million in special cases. Paramount, for instance, has been reported to receive approximately $2 million an episode in license fees from NBC for the most recent renewal of *Cheers*. Also, director and writer fees used are scale and supplied by the Writers Guild of America and the Directors Guild of America. Those payments also have wide ranges depending on whether the script has been submitted by a first-time writer or the episode has been written by the executive producer. **-SC**

GGP'S DO-IT-YOURSELF STRATEGY

Producer has made specialty of prepackaged coverage

Winners are interviewed in GGP's 'Escape from Alcatraz Triathlon' coverage for NBC

"No one was bitten by sharks," said a relieved Bob Horowitz, vice president and general manager of GGP (Golden Gaters Productions), in reference to the man-eating fish that he said followed the swimmers in the *Escape from Alcatraz Triathlon*. The remote production, taped two weeks ago in and around San Francisco Bay (for broadcast on NBC's weekend sports lineup Oct. 5 at 4:30 p.m.), is one of several creatively prepackaged events GGP has engineered to avoid the financial sharks who have circled production/distribution companies in recent years.

Presponsored network productions is an area where Horowitz sees the company "most aggressively creating new opportunities" over the next few years, and is just one of several avenues GGP has carved out since its restructuring in 1978. Rather than receiving a straight license fee from NBC for the 90-minute *Alcatraz* special, GGP instead sold all the commercial time and corporate sponsorships itself and is buying the air time from the network. Although several production companies have made network time period buys in the past, GGP, under Horowitz's guidance, is honing the prepackaged concept with three hour-long *Tournament of Champions* skiing specials slated for telecast on CBS this fall and winter.

Also gaining a significant posture in syndication as the producer and distributor of sports and general information specials, GGP is going into the 1991-92

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 9	ABC 15.2/25			68. MacGyver [7.2/13] 6.4/12	8.0/14	1. NFL Monday Night Football—Wash. Redskins vs. Dallas Cowboys [18.9/32] 17.5/28	19.9/31	20.6/32	18.5/31
	CBS 13.2/22			31. Evening Shade [11.6/20]	18. Major Dad [13.4/22]	11. Murphy Brown [14.9/23]	14. Designing Wm [14.4/22]	25. Northern Exposure [12.3/21] 12.7/20	12.0/21
	NBC 11.2/18			18. Fresh Prince* [13.4/23]	39. Adv/Mark & Brian [11.0/18]	42. NBC Monday Night Movies—Blind Faith Part 2 [10.7/17] 9.9/15	10.4/16	11.0/18	11.4/20
Tuesday Sep 10	ABC 14.7/26			17. Full House [13.7/25]	16. Who's the Boss? [14.0/24]	4. Roseanne [17.7/29]	6. Coach [16.3/27]	20. Barbara Walters Special [13.2/24] 13.7/24	12.7/23
	CBS 10.5/18			23. Rescue: 911 [12.6/22] 11.9/21	13.4/23	54. CBS Tuesday Night Movie—83 Hours 'Til Dawn [9.4/16] 9.1/15	9.2/15	9.5/16	9.7/18
	NBC 10.9/19			51. Matlock [9.7/17] 9.3/17	10.2/17	26. Heat of the Night [11.9/19] 11.4/19	12.4/20	39. Law and Order [11.0/20] 11.1/19	10.8/20
Wednesday Sep 11	ABC 9.8/17			42. Dinosaurs [10.7/20]	37. Wonder Years [11.3/19]	26. Doogie Howser [11.9/19]	53. Davis Rules [9.6/16]	64. Anything But Love [7.7/14]	64. Married People [7.7/15]
	CBS 13.0/23			62. Jake and the Fatman [8.2/15] 7.7/14	8.8/15	9. 48 Hours* [15.4/27] 14.3/23	16.2/26	16.2/28	15.0/29
	NBC 10.7/19			15. Unsolved Mysteries [14.1/25] 13.1/24	15.0/26	47. Night Court [10.1/16] 9.9/16	10.4/17	63. Quantum Leap [8.0/15] 8.0/14	8.1/15
Thursday Sep 12	ABC 7.4/13			76. ABC News: Line/Sand [6.2/11] 6.2/11	6.2/11	70. American Detectives [6.7/11] 6.2/10	7.1/11	54. Primetime Live [9.4/16] 9.4/16	9.5/17
	CBS 11.4/19			39. Top Cops* [11.0/19] 10.2/18	11.8/20	47. Trials of Rosie O'Neill* [10.1/16] 9.3/15	10.9/17	21. Knots Landing* [13.0/23] 13.1/22	13.0/24
	NBC 12.2/21			23. Cosby [12.6/23]	26. Adv/Mark & Brian [11.9/20]	12. Cheers [14.7/24]	35. Bob Hope 'n' Friends—Memories [11.4/19] 11.7/19	11.7/20	10.7/19
	FOX 10.2/17			57. Simpsons [9.1/16]	60. True Colors [8.5/15]	34. Beverly Hills 90210 [11.5/19] 11.0/18	12.0/19		
Friday Sep 13	ABC 10.8/21			38. Family Matters [11.2/23]	50. TGIF Comedy Spec. [9.8/20]	46. Perfect Strang. [10.2/20]	47. Growing Pains [10.1/19]	31. 20/20 [11.6/23] 11.6/22	11.7/23
	CBS 7.9/15			72. Fantastic Facts [6.4/13]	82. All in the Family [5.5/11]	59. CBS Friday Night Movie—Always Remember I Love You [8.8/17] 6.9/14	8.6/16	9.8/19	10.2/20
	NBC 5.7/11			73. Real Life w/J. Pauley [6.3/13]	79. Expose [6.0/12]	82. NBC Movie of the Week Friday—Amityville: The Evil Escapes [5.5/11] 5.6/11	5.5/10	5.4/10	5.7/11
	FOX 5.9/12			76. America's Most Wtd* [6.2/13] 5.5/11	6.9/14	82. Ultimate Challenge* [5.5/11] 5.5/11	5.5/10		
Saturday Sep 14	ABC 5.6/11			86. World Gymnastics Chm [5.2/10] 5.0/10	5.5/11	78. ABC College Football Special [6.1/12] 5.2/10	6.2/12	6.7/13	5.3/10
	CBS 6.6/12			69. CBS Saturday Movie—Throw Momma From the Train [6.9/13] 6.7/14	6.3/12	7.2/13	7.3/13	79. Rewrite For Murder [6.0/11] 6.0/11	6.0/12
	NBC 15.3/29			29. Golden Girls [11.8/23] 10.7/22	12.9/24	13. Empty Nest [14.6/27]	7. Nurses* [16.1/30]	2. Miss America Pageant [18.4/38] 18.1/34	19.1/37
	FOX 6.3/12			70. Cops [6.7/14]	67. Cops 2 [7.5/14]	73. AMW: Lady Killer [6.3/12]	88. Best of the Worst [4.7/9]		
Sunday Sep 15	ABC 8.6/14	73. Life Goes On [6.3/11] 5.7/11	7.0/12	35. Am. Fun. H. Videos [11.4/18]	31. Am. Funniest People [11.6/18]	61. ABC Sunday Night Movie—A Fish Called Wanda [8.3/13] 8.2/12	8.1/13	8.5/14	8.4/15
	CBS 16.6/27	2. 60 Minutes* [18.4/34] 16.8/32	19.9/35	5. Murder, She Wrote* [16.6/26] 16.0/26	17.2/26	8. P.S. I Luv U [15.7/25] 15.6/24	16.2/25	15.7/26	15.3/27
	NBC 11.3/19	66. Adv/Mark Brian [7.6/14]	57. Eerie, IN* [9.1/15]	44. Man of the People [10.3/16]	30. Pacific Station[11.7/18]	21. NBC Sunday Night Movie—Problem Child [13.0/22] 11.5/17	12.9/20	13.1/21	13.9/24
	FOX 8.2/13	85. True Colors [5.3/10]	81. Parker Lws [5.8/10]	44. In Living Color [10.3/17]	51. Roc [9.7/15]	10. Married/Chdn [15.1/23]	54. Herman's Head [9.4/15]	87. Sunday Comics [4.8/8] 5.3/9	4.2/8

WEEKLY PRIME TIME AVERAGE	ABC 10.2/18	CBS 11.5/20	NBC 11.1/20	FOX 7.7/14
SEASON PRIME ~~TIME AVERAGE~~	ABC 11.2/20	CBS 11.2/20	NBC 11.4/20	FOX 6.3/11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE   RANKING/SHOW [PROGRAM RATING/SHARE]   HALF-HOUR RATING/SHARE   SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WWIN-AM-FM Baltimore-Glen Burnie, Md. ☐ Sold by Communications Management National Ltd. to Almic Broadcasting Inc. for $4.7 million cash. **Seller** is headed by Ragan Henry, who is also selling WKKV-AM-FM Racine, Wis. (see below). Henry heads Ragan Henry Broadcast Group Inc., licensee of one AM and three FM's. Henry also heads U.S. Radio, licensee of seven AM's and 10 FM's. **Buyer** is headed by Catherine L. Hughes, and is licensee of WOL(AM)-WMMJ(FM) Washington-Bethesda, Md. WWIN(AM) is fulltimer with Black, AC format on 1400 khz with 1 kw. WWIN-FM has CHR, urban contemporary format on 95.9 mhz with 3 kw and antenna 298 feet above average terrain.

WYCL(FM) Boyertown (Reading), Pa. ☐ Sold by Legend Communications of Pennsylvania Ltd. to WDAC Radio Co. for $4.3 million. **Seller** is headed by Larry Patrick and is also licensee of WSOM(AM)-WQXK(FM) Salem, Ohio, and KMNS(AM)-KSEZ(FM) Sioux City, Iowa. Patrick also heads Signal Communications of New Jersey, which recently purchased WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey, for $7.3 million ("Changing Hands," June 3). **Buyer** is headed by Richard T. Crawford, Dan D. Crawford and Paul R. Hollinger and is licensee of WDAC(FM) Lancaster, Pa. WYCL has adult contemporary format on 107.5 mhz with 29.9 kw and antenna 611 feet above average terrain. *Broker: Blackburn & Co.*

WKKV-AM-FM Racine, Wis. ☐ Sold by Three Chiefs Company Inc. to UNC Media of Milwaukee Inc. for $3.175 million. Terms: $175,000 cash at closing, $3 million in assumption of liabilities. **Seller** is headed by Ragan Henry, who is also selling WWIN-AM-FM Baltimore-Glen Burnie, Md. (see above). **Buyer** is headed by Edward Dugger III, who is principal of UNC Ventures Inc., specializing in financing for minority-owned communications businesses. WKKV(AM) has adult contemporary format on 1460 khz with 500 w day and 65 w night. WKKV-FM has adult contemporary format on 100.7 mhz with 50 kw and antenna 500 feet above average terrain.

WOBT(AM)-WRHN(FM) Rhinelander, Wis. ☐ Sold by Oneida Broadcasting Co. to Northwoods Broadcasting Inc. for $850,000. Terms: $300,000 cash at closing; $400,000, seven-year note at 10%, and $150,000 noncompete covenant. **Seller** is headed by Thomas P. Cleary, and has no other broadcast interests. **Buyer** is headed by Thomas (70%) and Robert Koser (10%), father and son; Dane Jensen (10%) and Thomas Walker (10%). Walker and Jensen have interests in licensee of WMAY(AM)-WNNS(FM) Springfield, Ill. Walker and Kosers have interests in WJMC-AM-FM Rice Lake, Ill. Walker also has interests in licensees of WOSH(AM)-WMGV(FM) Oshkosh and WKMQ(FM) Winnebago, both Wisconsin; WKKN(AM)-WMGN(FM) Rockford, Ill; WCHT(AM)-WGLQ(FM) Escanaba and WCFX(FM) Clare, both Michigan, and is permittee of WFDL(FM) Lomira, Wis. WOBT is fulltimer with oldies format on 1240 khz with 1 kw. WRHN has AC format on 100.3 mhz with 25 kw and antenna 385 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's ☐ **$621,899** ☐ **4**

FM's ☐ **$14,756,812** ☐ **9**

AM-FM's ☐ **$8,725,000** ☐ **3**

TV's ☐ **$620,000** ☐ **2**

Total ☐ **$24,723,711** ☐ **18**

Year to Date:

AM's ☐ **$60,270,979** ☐ **200**

FM's ☐ **$169,608,458** ☐ **207**

AM-FM's ☐ **$191,063,972** ☐ **147**

TV's ☐ **$926,654,200** ☐ **65**

Total ☐ **$1,347,597,609** ☐ **619**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WRJT(FM) Monterey, Tenn. ☐ Sold by First Media of Monterey Inc. to JWC Broadcasting for $590,000. Terms: $350,000 cash at closing and $240,000

Continued on page 55.

VICTOR RUMORE
has acquired
WKZL-FM
Winston-Salem, North Carolina
From
NATIONWIDE COMMUNICATIONS, INC.
$1,600,000.00
The undersigned acted as broker in this transaction
and assisted in the negotiations

Kalil & Co., Inc.
3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

Inc., licensee of WKSG(FM) Mount Clemens (Detroit), MI; WXLE(FM) Johnstown, OH, and WDIA(AM)-WHRK(FM) Memphis. Henry also heads U.S. Radio, licensee of WAKR(AM)-WONE-FM Akron, OH; WRAW(AM)-WRFY-FM Reading, PA; WCOS-AM-FM Columbia, SC; KIKR(AM)-KJZS(FM) Conroe, KHEY-AM-FM El Paso and KJOJ-FM Freeport, all Texas; WOWI(FM) Norfolk, WBSK(AM) Portsmouth and WQOK(FM) South Boston, all Virginia; WRXJ(AM)-WCRJ-FM Jacksonville, FL, and WAYV(FM) Atlantic City. **Buyer** is headed by Catherine L. Hughes, and is licensee of WOL(AM)-WMMJ(FM) Washington-Bethesda, MD. Filed Aug. 28.

■ **KGRD(FM) Orchard, NE** (BALH910828HS; 105.3 mhz; 100 kw; ant. 495 ft.)—Seeks assignment of license from Good Life Radio Inc. to The Praise Network Inc. for assumption of debts and liabilities of Good Life Radio. **Seller** is headed by Herbert P. Roszhart (50%). **Buyer** is also headed by Roszhart. The Praise Network has filed applications for authority to construct noncommercial educational FM's at Norfolk, NE, and Hays, KS. Filed Aug. 28.

■ **KRCV(AM) Reno, NV** (BAL910829EF; 1340 khz; 1 kw-U)—Seeks assignment of license from Cat Broadcasting Corp., debtor-in-possession, to Rolando Collantes for $30,000. **Seller** is headed by Douglas Trenner, and has interests in KNUU(AM) Paradise, NV. **Buyer** has interests in KSVN(AM) Ogden, UT, and KGEN(AM) Tulare, CA. Filed Aug. 29.

■ **WTZR(FM) Moyock (Chesapeake, VA), NC** (BALH910829HX; 92.1MHZ; 3KW; ant. 421')—Seeks assignment of license from American Eagle Communications Inc. to Willis Broadcasting Corp. for $1.13 million (''Changing Hands,'' Sept. 9). **Seller** is headed by Jim Reese, and has no other broadcast interests. **Buyer** is headed by L. E. Willis, who is also selling WSFU-FM Union Springs, AL (see above). Filed Aug. 29.

■ **WR[illegible]T(FM) Monterey, TN** (BALH910823HF; 107.1 mhz; 1.5 kw; ant. 482)—Seeks assignment of license from First Media of Monterey Inc. to JWC Broadcasting for $590,000. **Seller** is headed by Gerald R. Roberts, and has no other broadcast interests. **Buyer** is headed by Joe B. Wilmoth, who is licensee of WATX(AM) Algood, TN. Filed Aug. 23.

■ **KCUA(FM) Coalville, UT** (BAPH910828HY; 92.5 mhz; 330 w; ant. -138 ft.)—Seeks assignment of CP from Gene Guthrie to Community Wireless of Park City Inc. for $18,812. **Seller** has no other broadcast interests. **Buyer** is headed by Blair Feulner and Dee McCarthy, and is licensee of noncommercial KPCW(FM) Park City, UT. Filed Aug. 28.

■ **WKKV-AM-FM Racine, WI** (AM: BAL910826HJ; 1460 khz; 500 w-D, 65 w-N; FM: BALH910826HK; 100.7 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Three Chiefs Company Inc. to UNC Media of Milwaukee Inc. for $3.175 million. **Seller** is headed by Ragan Henry, who is also selling WWIN-AM-FM Baltimore-Glen Burnie, MD (see above). **Buyer** is headed by Edward Dugger III and Constance W. Balthrop, and has no other broadcast interests. Filed Aug. 26.

■ **WOBT(AM)-WRHN(FM) Rhinelander, WI** (AM: BAL910827HP; 1240 khz; 1 kw-U; FM: BALH910827HQ; 100.3 mhz; 25 kw; ant. 385 ft.)—Seeks assignment of license from Oneida Broadcasting Co. to Northwoods Broadcasting Inc. for $850,000. **Seller** is headed by Thomas P. Cleary, and has no other broadcast interests. **Buyer** is headed by Thomas (70%) and Robert Koser (10%), father and son; Dane Jensen (10%) and Thomas Walker (10%). Walker and Jensen have interests in licensee of WMAY(AM)-WNNS(FM) Springfield, IL. Walker also has interests in licensees of WOSH(AM)-WMGV(FM) Oshkosh, WI; WKKN(AM)-WMGN(FM) Rockford, IL; WKMQ(FM) Winnebago, WI; WJMC-AM-FM Rice Lake, WI; WCHT(AM)-WGLQ(FM) Escanaba, MI; WCFX(FM) Clare, MI, and is permittee of WFDL(FM) Lomira, WI. Thomas and Robert Koser have interests in licensee of WJMC-AM-FM Rice Lake, WI. Filed Aug. 27.

Actions

■ **KBAS(AM)-KWAZ(FM) Bullhead City, AZ-Needles, CA** (AM: BTC910705EB; 1490 khz; 1 kw-U; FM: BTCH910705EC; 97.9 mhz; 2.8 kw; ant. 1,571 ft.)—Granted transfer of control from Calnevar Broadcasting Inc. to Green River Broadcasting Corp. for $1.284 million. **Seller** is headed by Thomas M. Jones, and has no other broadcast interests. **Buyer** is headed by Jeffrey R. Morris (30%), Ronald G. Lundeen (35%) and Raymond A. Lindstrom (35%). Morris is a director of Pleasant Valley Broadcasting Corp., licensee of KRIM(FM) Payson, AZ. Jane, his wife, and Lindstrom hold 51% and 49%, respectively, of voting stock of Pleasant Valley Broadcasting. Action Sept. 3.

■ **WBKL(FM) Callaway, FL** (BALH910717HF; 103.5 mhz; 100 kw; ant. 475 ft.)—Granted assignment of license from Martin Communications of Bay County to Milblack Inc. for $500,000. **Seller** is headed by Catherine Williams, and has no other broadcast interests. **Buyer** is headed by James T. Milligan (67.5%), James R. Martin (12.5%) and Gerlinde M. Pfeffer (20%). Milligan and Martin are 75% and 25% partners, respectively, in M&M Partners, licensee of WNKS(FM) Columbus, GA. Martin and Milligan are 75% and 25% partners, respectively, in JRM Broadcasting Inc., licensee of WPNX(AM) Phoenix City, AL. Action Sept. 3.

■ **WRXJ(AM) Jacksonville, FL** (BAL910523EA; 930 khz; 5 kw-U)—Granted assignment of license from WRXJ Inc. to Panamedia of Jacksonville Inc. for $455,000 (''Changing Hands,'' May 27). **Seller** is subsidiary of Hoker Broadcasting, and recently sold co-owned WCRJ-FM Jacksonville, FL (''Changing Hands,'' June 10). Hoker Broadcasting is headed by Jay Hoker, and is also licensee of WMLX(AM) Florence (Cincinnati), Ky.; WDFX(FM) Detroit (sold pending FCC approval); KCFX(FM) Harrisonville (Kansas City), Mo.; and WOFX(FM) Fairfield (Cincinnati), Ohio. **Buyer** is headed by Susan Goldsmith (50%) and Carol Goldberg (50%). Goldsmith is sole stockholder of SMH Broadcasting Inc., licensee of WSBR(AM) Boca Raton, FL. Action Sept. 3.

■ **WMXY(AM) Hogansville, GA** (BAL910719EB; 720 khz; 10 kw-D)—Granted assignment of license from Tharpe Communications Inc. to T. Wood and Associates Inc. for $5,000. **Seller** is headed by L.A. Wood Jr., one of principals of assignee. **Buyer** is headed by Wood (33.3%), Sara Beth Mallory (33.3%) and Keith Terrell (33.33%), and has been granted CP for FM station in Hogansville, GA. Action Sept. 3.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	C[illegible]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	10,943	1,539	12,482
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	1,482	202	1,684
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
■ Total LPTV	908	959	1,867
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Sep 30

Reaching over 117,000 readers every week
60th Year 1991

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It's all action on 1992-93 talk front: ABC takes early lead on Saturday morning

RADIO / 40
Ailing stations buy time with LMA's

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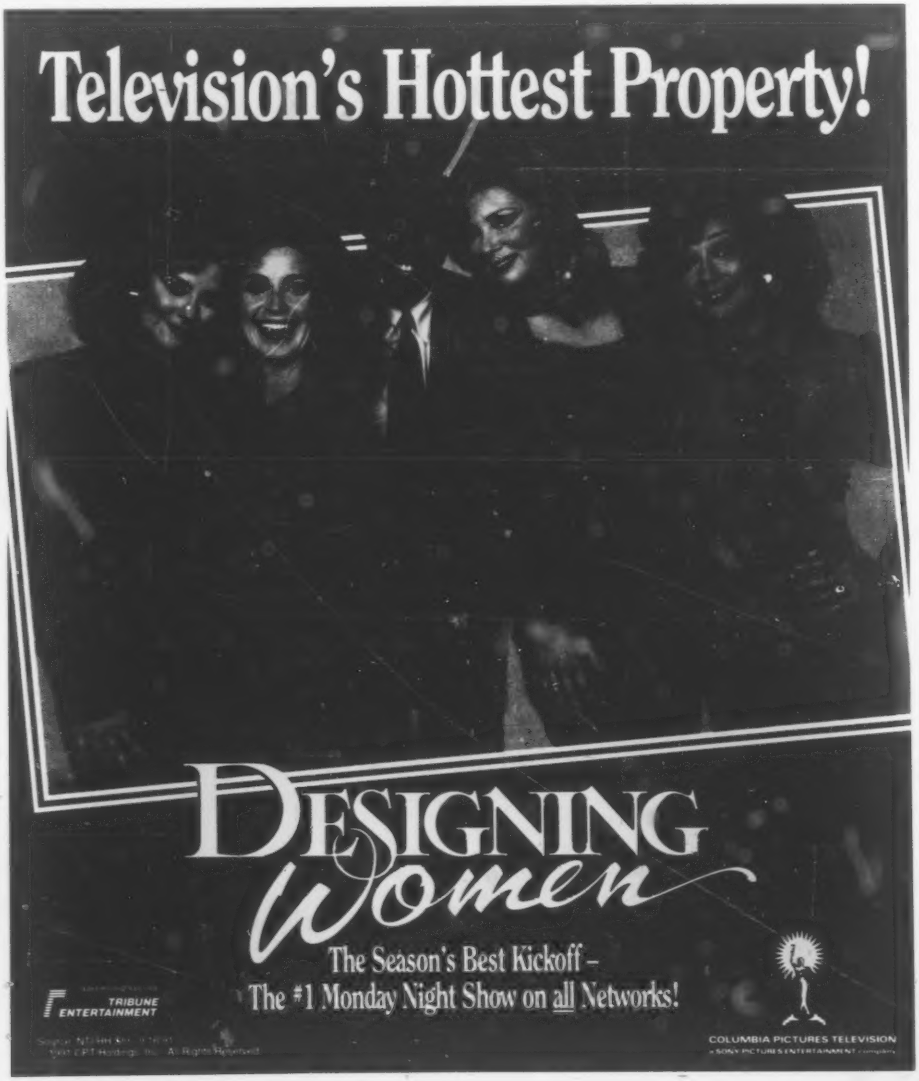
Sony's Morizono: NATAS's first lifetime achiever

WASHINGTON / 48
Retransmission consent battle opens in House; heads for Senate floor



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IS THE BOOM BACK IN CABLE?

Broadcasting Sep30

THIS WEEK

23 / GOOD DAY FOR CABLE

Cable's financial fortunes, as reflected in the markets, turned up dramatically last week, but no one is really sure why. A couple of good cable deals may have inspired the mood shift, and favorable Washington developments—a drop in the discount rate, murmurings of relief in HLT restrictions and reduced odds, according to some handicappers, for passage of cable regulation—probably didn't hurt.

24 / WEEK TWO, SO FAR: CBS STILL FIRST

Having won the first week of the new season by more than two points, CBS looks well positioned to take the second, and its Monday night line up has the potential to overtake NBC's Thursday as the week's strongest night. The overall result of Week One was an unfavorable portent for the networks: on a combined basis, the big three were down more than two points over last year. On the syndication front. *Married...with Children* remained strong, and *Full House* and *A Different World* parlayed their prior network exposures into solid positions.

Prior network exposure for 'Full House' boosts its strength in syndication (page 24).

25 / CREATIVE DEALS FOR SITCOM PACKAGES

A flood of shows entering the market, and tough times for TV, have induced syndicators of off-network sitcoms to offer better deals and to shop the cable marketplace. WTBS is said to be a potential buyer of *Empty Nest* in the latter half of the show's first cycle, but observers disagree on whether that competition will enhance or hurt the show's appeal among stations. In the meantime, falling prices for shows like *Family Matters* suggest the syndicators may have misjudged the market.

26 / BIG STEP FOR SKYPIX

SkyPix moved closer to creating an 80-channel satellite-delivered "in-home video store" by contracting with Mitsubishi International Corp. for financing the manufacture of consumer digital receiver-decompressors. SkyPix hopes the promise of 200 pay-per-view movies a day will draw video renters and premium subscribers to the service, which a SkyPix executive says "is within 95% of full implementation."

27 / TOUGH TIMES, BIG CROWD AT RTNDA

Record attendance at the RTNDA convention may have belied the dour recessionary mood among the attendees—even show organizers were surprised by the turnout. The talk of the show was planned overnight anchored news services: ABC plans to launch a service by early next year and *NBC Nightside* debuts Nov. 4; CBS's plans were unclear. At the meeting, ABC, CBS, NBC and CNN unveiled a presidential debate plan, calling for four 90-minute match-ups to appear commercial-free on each network. Presidential campaign coverage was also the topic of Bernard Shaw's keynote address: the CNN anchor lambasted TV news for its soft coverage of election events.

29 / RX FOR SICK AM: WIDE OPEN SPACES

The FCC has moved to inject new life into what Chairman Alfred Sikes called "a very, very sick radio service" by adopting a multifaceted interference-reduction plan for AM. Its core element is an expanded band, with the new area governed by strict interference standards and reserved for incumbent stations willing to make the move. The anticipated shift of perhaps hundreds of stations into the new band will relieve congestion and interference across the dial, thereby helping to bridge the fidelity gap between AM and FM.

31 / ABC IS EARLY WINNER WITH KIDS

In the contest for superhero of Saturday morning ratings, ABC won the first two weeks, including the first four-network match-up of the season Sept. 14. CBS, a close runner-up in both overall viewers and in the crucial 2-11 demographic, grants that ABC is the more "kid-friendly" of the two, but wagers that a trend will not develop for several more weeks. HUT levels for the four networks combined were down 7% over last year; only Fox showed an increase (2%).

32 / SYNDICATION: ALL TALK, NO GAMES

In spite of lackluster yields for the new-season crop of talk shows, syndicators can't get their fill. Slated to enter the already crowded field are shows hosted by Whoopi Goldberg (for which Genesis Entertainment reportedly paid $4 million), Vicki Lawrence, Dennis Miller and Kitty Kelley. The current dominance of the genre is attributed to two factors: production costs are lower than for game shows (although at $175,000 to $200,000 a week for a talk show the difference is diminishing), and syndicators are able to lock in 26-, 39- or 52-week commitments for the so-called "slow-pattern growth vehicles."

36 / NEW 'WORLD' OF LEARNING

Discovery Networks unveils its recently purchased, newly revamped and newly sloganed ("The World of Ideas") Learning Channel on Tuesday, Oct. 1. Discovery describes TLC's mission as providing continuing education to people who want to learn more about the world. Programing will be split into three dayparts: the commercial-free morning series "Classroom America" can be used by teachers; the lunchtime "Pursuits" is dedicated to career advice, exercise, cooking and other hobbies and "Renaissance People" in the evening consists of dramatic productions and documentaries.

37 / NEWS HOLE GETS BIGGER

"We'll slice up news and information in the '90s the way entertainment was sliced up in the '80s," said a Time Warner Enterprises executive of cable's ultra-targeted moves into local news coverage. As local broadcasters go national and international, and network news goes regional and local (as evidenced by NBC's recent foray to Phoenix), cable is putting its narrowcasting strengths to use in a number of metropolitan areas. Participants in a National Academy of Cable Programing panel disagreed over whether the new services would attract new viewers or divide up the current ones, or how financially viable they'll turn out to be.

40 / LMA'S: NEW WAY OF LIFE

In an effort to forestall bankruptcy or worse, more and more radio stations are going the way of the local marketing agreement—sharing programing and/or commercial time sales functions with another station. Because of current economic conditions hurting radio, the FCC has no immediate plans to interfere with the formation of any LMA's, but it warns stations not to use the option to circumvent antitrust laws.

Soon-to-be talk show host Whoopi Goldberg and Genesis Entertainment CEO Gary Gannaway announce plans for the syndicated 'Whoopi Goldberg Show,' one of many new talk shows planned for 1992-93 (page 32).

46 / TVANSWER LAYS GROUNDWORK FOR INTERACTIVE SERVICE

TVAnswer, by signing a deal with Hughes Network Systems for the provision of VSAT satellite earthstations, has taken the first steps toward building a national interactive service for consumers. The initial phase of the agreement includes construction of a network control center in Reston, Va., and provision of at least 1,000 very small aperture terminals in the first year. TVAnswer plans to use the VSAT facilities as hubs to deliver and receive low-power radio waves carrying automatic-teller, bill-paying, home-shopping, TV-listing and other services.

48 / RETRANS CONSENT BILL IN HOUSE

Representatives Dennis Eckert (D-Ohio) and Jack Fields (R-Texas) introduced a retransmission consent bill last week in the House that stands alone from the House cable bill. Proponents hope that excising the proposal from the bigger reregulation package will make the bill more palatable to Republicans. H.R. 3380—the Fair Competition in Broadcasting Act—is almost identical to the retransmission consent/must-carry proposal expected to soon pass the Senate as part of its cable bill.

50 / BROADCAST REPS MOVE TO CABLE

Rep firm Katz Communications, facing the slowdown in national spot advertising, has signed on with Allbritton Communications' new Washington-area cable news channel in what it hopes is the beginning of a big cable friendship. Katz is looking to sign on with Hearst Corp.'s New England Cable News and Time Warner's planned New York City service.

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RATINGS ROUNDUP

Day	Network	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 16	ABC 13.5/21			66. MacGyver [8.6/14] 7.9/13	9.4/15	19. NFL Monday Night Football—Kansas City vs. Houston [15.8/26] 14.5/22	16.2/24	16.6/26	16.3/26
	CBS 21.4/34			10. Evening Shade [17.5/29]	4. Major Dad [19.2/30]	1. Murphy Brown* [23.8/35] 23.8/35	23.9/35	2. Designing Women* [21.9/36] 22.3/35	21.6/36
	NBC 11.3/18			40. Fresh Prince* [12.7/21]	52. Blossom* [11.3/18]	56. NBC Monday Night Movies—Living A Lie [11.0/17] 11.2/17	10.7/16	11.1/17	10.9/18
	FOX 4.2/6			85. Fox Night at the Movies—Bad Attitudes [4.2/6] 3.9/6	4.1/6	4.5/7	4.3/6		
Tuesday Sep 17	ABC 15.9/25			11. Full House* [17.0/28]	9. Home Improvement* [17.6/27]	5. Roseanne* [19.1/29]	28. Sibs Special [14.5/22]	34. 20/20 Special Edition [13.6/23] 13.9/23	13.3/23
	CBS 14.4/23			37. Rescue: 911* [13.1/22] 13.1/22	13.3/23	27. CBS Tuesday Night Movie—Coming to America [14.6/23] 13.1/20	15.1/23	16.7/27	16.0/28
	NBC 15.3/24			11. Michael Landon Tribute [9.4/16] 14.2/23	17.6/27	17.8/27	18.4/28	48. Law and Order* [11.8/20] 12.2/20	11.3/20
Wednesday Sep 18	ABC 10.5/18			44. Dinosaurs* [12.1/21]	42. Growing Pains [12.6/21]	63. ABC Movie Special—Stop At Nothing [9.5/16] 9.2/15	9.1/15	9.6/16	9.9/18
	CBS 12.6/21			34. Royal Family* [13.6/23]	45. Teech* [12.0/20]	37. Jake and the Fatman* [13.1/21] 12.9/21	13.3/22	45. 48 Hours* [15.4/27] 12.3/21	11.7/22
	NBC 15.5/27			16. Unsolved Mysteries* [16.4/28] 15.1/26	17.7/29	11. Night Court* [17.0/28]	31. Seinfeld* [15.1/25]	63. Quantum Leap* [8.0/15] 14.4/25	13.9/26
Thursday Sep 19	ABC 7.7/13			71. ABC Movie Special—Jewel of the Nile [7.1/11] 6.5/11	7.0/11	7.4/12	7.3/11	64. Primetime Live* [8.9/16] 9.2/16	8.6/16
	CBS 11.6/19			53. Top Cops [11.2/18] 10.6/17	11.8/19	57. Trials of Rosie O'Neill [10.0/17] 10.2/16	11.5/18	39. Knots Landing [12.9/23] 12.6/21	13.3/25
	NBC 16.3/27			8. Cosby* [18.6/31]	7. A Different World* [18.9/30]	3. Cheers* [20.9/33]	21. Wings* [15.4/24]	40. Flesh N Blood* [12.7/22]	54. Dear John [11.1/21]
	FOX 12.1/19			33. Simpsons* [13.9/23]	59. Drexell's Class* [10.7/17]	47. Beverly Hills 90210 [11.9/19] 11.5/18	12.4/20		
Friday Sep 20	ABC 12.7/23			28. Family Matters* [14.5/28]	22. Step By Step* [15.3/28]	43. Perfect Strgs* [12.3/22]	54. Baby Talk* [11.1/20]	50. 20/20* [11.6/23] 11.8/21	11.3/21
	CBS 14.3/26			57. Brooklyn Bridge* [10.8/20] 10.7/20	10.8/20	17. CBS Friday Night Movie—Us [16.1/29] 14.9/27	16.1/29	16.7/30	16.8/32
	NBC 6.5/12			79. Real Life w/J. Pauley [6.1/12]	75. Expose [6.4/12]	70. Dear John* [7.2/13]	72. Flesh N Blood* [6.8/12]	79. Michael Jordan Special [6.1/11] 6.3/11	5.9/11
	FOX 5.1/9			84. America's Most Wtd* [5.9/11] 5.5/10	6.2/11	85. Ultimate Challenge [4.2/7] 4.2/8	4.2/7		
Saturday Sep 21	ABC 6.8/14			72. ABC College Football Special [6.8/14] 5.8/12	6.9/14	7.2/14	6.8/13	7.0/14	6.8/14
	CBS 9.1/17			67. CBS Saturday Movie—Luv & Curses...And All That Jazz [8.5/16] 7.9/16	8.7/16	8.4/15	9.1/17	61. P.S. I Luv U* [10.2/20] 9.9/19	10.5/21
	NBC 13.8/26			28. Golden Girls* [14.5/29]	32. Turkelsons* [14.0/26]	18. Empty Nest* [16.0/29]	23. Nurses [15.2/28]	51. Sisters* [18.4/38] 11.5/22	11.3/23
	FOX 6.3/12			77. Fox Night at the Movies—I'm Gonna Git You Sucka [6.3/12] 5.8/12	6.5/12	6.6/12	6.5/12		
Sunday Sep 22	ABC 10.2/17	65. Life Goes On* [8.8/16] 7.8/14	9.7/17	26. Am. Fun. H. Videos* [14.8/23]	24. Am. Funniest People* [15.1/23]	67. ABC Sunday Night Movie—Marilyn and Me [8.5/14] 8.6/13	8.7/14	8.6/14	8.0/14
	CBS 17.4/28	6. 60 Minutes* [19.1/34] 17.8/33	20.2/35	11. Murder, She Wrote* [17.0/26] 16.0/25	17.2/26	15. CBS Sunday Movie—Runaway Father [16.8/27] 15.6/24	17.0/26	17.3/28	17.8/31
	NBC 9.3/15	81. Adv/Mark Brian [6.0/11]	74. Eerie, IN* [6.7/12]	78. Man of the People [6.2/10]	69. Pacific Station [7.9/12]	48. NBC Sunday Night Movie—Guilty Until Proven Innocent [13.0/22] 10.6/16	11.4/18	12.6/21	12.8/22
	FOX 9.3/15	81. True Colors [6.0/11]	75. Parker Lws [6.4/11]	34. In Living Color [13.6/21]	62. Roc [10.1/15]	20. Married/Chdn [15.7/24]	60. Herman's Head [10.6/17]	81. Sunday Comics [6.0/10] 6.5/11	5.4/9

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 11.0/19	CBS 14.5/25	NBC 12.4/21	FOX 7.8/13
SEASON PRIME TIME AVERAGE	ABC 11.0/19	CBS 14.5/25	NBC 12.4/21	FOX 7.8/13

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KTCR(AM)-KOTY(FM) Kennewick-Richland, Wash. □ Sold by I-82 Acquisition Corp. to First Radio West Corp. for $450,000. Terms: $50,000 cash at closing, $25,000 escrow deposit, $65,000 assumption of seller's debt and $310,000 12-year promissory note at 9.5%. **Seller** is headed by W.D. Siegenthaler, and is also licensee of KUTI(AM)-KXDD(FM) Yakima, Wash. Siegenthaler has interests in KSGR(FM)-KCIX(FM) Garden City-Nampa (Boise), Idaho. **Buyer** is headed by Ronald D. Hoon, who is news reporter at KPNX(TV) Mesa (Phoenix), Ariz.; he has no other broadcast interests. KTCR is fulltimer with news-talk format on 1340 khz with 1 kw. KOTY has country format on 106.5 mhz with 100 kw and antenna 1,076 feet. *Broker: Media Services Group Inc.*

KMOW(AM)-KEYI-FM Austin, Tex. □ Sold by Degree Communications Associates III to Pegasus Broadcasting Inc. for $421,936. Terms: $300,000 cash at closing and $121,936 cancellation of promissory note by Degree Communications. **Seller** is headed by Charles Burkhart, who has 16% interest in WANS-AM-FM Anderson, S.C. **Buyer** is headed by Thomas A. Crowley and Paul A. Street, and is owned by General Electric Capital Corp. (100% voting stock), which is licensee of WAPA-TV San Juan, P.R.; WJBF(TV) Augusta, Ga., and KSCH-TV Stockton, Calif. GE Capital's parent, General Electric Corp., owns National Broadcasting Co., which owns and operates six TV's. KMOW is fulltimer with oldies format on 1490 khz with 1 kw. KEYI-FM has AC format on 103.5 mhz with 100 kw and antenna 1,260 feet.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$1,200,000** □ **6**
FM's □ **$633,500** □ **5**
AM-FM's □ **$1,096,936** □ **3**
TV's □ **$0** □ **0**
Total □ **$1,350,528,045** □ **14**

Year to Date:
AM's □ **$61,470,979** □ **206**
FM's □ **$170,241,958** □ **212**
AM-FM's □ **$192,160,908** □ **150**
TV's □ **$926,654,200** □ **65**
Total □ **$1,350,528,045** □ **633**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KKLK(FM) San Angelo and KFXJ(FM) Abilene, both Texas □ CP's sold by American Indian Broadcast Group Inc. to Rally Hill Productions Inc. for $335,000 for assumption of seller's debts. **Seller** is headed by Lynwood H. Eaton, who has interests in WCOR(AM) Lebanon, Tenn. **Buyer** is headed by Pamela M. Smith, and has no other broadcast interests. KKLK is allocated to 101.9 mhz with 100 kw and antenna 299 feet above average terrain. KFXJ is allocated to 92.5 mhz with 50 kw and antenna 492 feet above average terrain.

WSFU-FM Union Springs, Ala. □ Sold by Montgomery Christian Radio Inc. to Central Alabama Media Group for $300,000. Station is currently off air. Terms: $50,000 escrow deposit and $250,000 five-year promissory note at 10%. **Seller** is headed by L.E. Willis Sr., who heads Willis Broadcasting Corp., licensee of 12 AM's and 13 FM's; it recently purchased WTZR(FM) Moyock (Chesapeake, Va.), N.C. ("Changing Hands," Sept. 9). **Buyer** is headed by Anthony L. Calhoun (51%) and Todd E. Marable (49%) and has no other broadcast interests. WSFU-FM has contemporary gospel format on 94.1 mhz with 3 kw and antenna 265 feet.

WFOM(AM) Marietta (Atlanta), Ga. □ Sold by WFOM Inc. to Toccoa Falls College Inc. for $300,000 cash. **Seller** is headed by John M. Vander Aa, and is licensee of WCVC(AM) and WSTI-FM Quitman, Ga. **Buyer** is headed by Paul Alford, and is licensee of WCOP(AM) Warner-Robins and WRAF(FM) Toccoa Falls, both Georgia. WFOM is fulltimer with AC format on 1230 khz with 1 kw.

KWBY(AM) Woodburn, Ore. □ Sold by 94 Country Inc. to Donald D. Coss for $300,000 on terms. **Seller** is headed by Clifford A. Zauner, who also has interests in KCKX(AM) Stayton, Ore. **Buyer** has no other broadcast interests. KWBY has classic country/western format on 940 khz with 250 w day and 200 w night.

WIPC(AM) Lake Wales, Fla. □ Sold by Seggi Broadcasting Corp. of Florida Inc. to Cubero Broadcasting Inc. for $275,000. Terms: $30,000 assumption of debt and $245,000 10-year promissory note at 8.25%. **Seller** is headed by Ronald G. Seggi, syndicated radio host; he has no other broadcast interests. **Buyer** is headed by Roberto Cubero, and has no other broadcast interests. WIPC has AC format on 1280 khz with 1 kw day and 500 w night.

CLOSED!

WCBZ-FM, Bowling Green, Kentucky from **Bahakel Communications**, Cy Bahakel, President to **Donald Alt**.

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Actions

■ **KMFI(AM) Sierra Vista, AZ** (BAL910710EF: 1470 khz: 2.5 kw-D. 39 w-N)—Granted assignment of license from Sierra-Pacific Broadcasters Ltd. to Blue Horizon Investments Inc. for $310,000. **Seller** is headed by Alan R. Solot. trustee: Sierra-Pacific is headed by Edward P. Bolding. and is licensee of KZMK(FM) Bisbee. AZ. **Buyer** is headed by William S. and Valta E. Yarbrough. husband and wife (51% and 49%, respectively). and has no other broadcast interests. Action Sept. 16.

■ **KRDG(AM) Redding, CA** (BAL910710EG: 1330 khz: 5 kw-D)—Granted assignment of license from Prather Breck Broadcasting Inc. of Redding to Educational Media Foundation Inc. for $46,000. **Seller** is headed by Jeffrey D. Prather. and has interest in KEWB(FM) Anderson. CA. **Buyer** is headed by K. Richard Jenkins. and is licensee of KLVR(FM) Santa Rosa. CA: permittee of KZEF(AM) Tigard. OR. and licensee of five FM translators. Action Sept. 12.

■ **KALI(AM) San Gabriel, CA** (BTC910716EC: 1430 khz: 5 kw-U)—Granted transfer of control as result of merger between parent company United Broadcasting Co.'s majority shareholder Sovran Bank and C&S Bank: no material changes will occur at United Broadcasting. Licensee stations are WKDM(AM) New York: KSOL(FM) San Mateo (San Francisco). CA: WINX(AM)-WJZE(FM) Rockville (Washington). MD-Washington: WYST-AM-FM Baltimore. and WJMO-AM-FM Cleveland Heights. OH (see individual stations below). Action Sept. 16.

■ **KSOL(FM) San Mateo (San Francisco), CA** (BTCH910716EA: 107.7 mhz: 8.9 kw: ant. 1,162 ft.)—Granted transfer of control of parent company United Broadcasting Co. (see KALI[AM] San Gabriel. CA. above). Action Sept. 16.

■ **WCUM(AM) Bridgeport, CT** (BTC910607EF: 1450 khz: 1 kw-U)—Granted transfer of control within Radio Cumbre Broadcasting Inc. for $375,000. **Seller** is Jose C. Lugo. and has no other broadcast interests. **Buyer** is Pablo de Jesus Colon. and has no other broadcast interests. Action Sept. 11.

■ **WLAG(AM) La Grange, GA** (BAL910725EA: 1240 khz: 1 kw-U)—Granted assignment of license from Sterling Entertainment Inc. to K & G Broadcasting Corp. for $215,000. **Seller** is headed by Drew Kaiser. and is affiliated with Sterling Capital. which has interests in cable systems throughout Georgia. **Buyer** is headed by Edward W. Klein III. and has no other broadcast interests. Action Sept. 11.

■ **WERK(AM)-WOKZ(FM) Muncie, IN** (AM: BAL910709EB: 990 khz: 250 w-D: FM: BALH910709HZ: 104.9 mhz: 3 kw: ant. 328 ft.)—Granted assignment of license from Werk Inc. to American Hometown Radio Corp. for $625,000. **Seller** is headed by James W. Beatty. and has no other broadcast interests. **Buyer** is headed by Christian R Caggiano. who recently sold WBYR(FM) Van Wert (Ft. Wayne. IN). OH ("Changing Hands." April 8). Action Sept 16.

■ **KILJ-AM-FM Mt. Pleasant, IA** (AM: BTC910801EF: 1130 khz: 250 w-D: FM: BTCH910801EG; 105.5 mhz: 3 kw: ant. 300 ft.)—Granted transfer of control from KILJ Inc. to Mediacomm Inc. for $1.03 million. **Seller** is headed by Paul L. Dennison. and has no other broadcast interests. **Buyer** is headed by Michael L. Stoffregen and John Kuhens. Kuhens and wife Mary S. Kuhens are 11% shareholders of KILJ(AM). Action Sept. 12.

■ **KNHN(AM) Kansas City, KS** (BTC910805ED: 1340 khz: 1 kw-U)—Granted transfer of control from Carol Russell to William R. Johnson and Susan P. Johnson. husband and wife. for $71,600. Russell is 50% shareholder of Greystone Broadcasting Inc., which is 50% general partner of licensee KCBR-AM Ltd. Greystone Broadcasting is also licensee of KUII(AM) Dallas. Johnsons each have 25% interest in Greystone Broadcasting. Agreements have also been executed which. upon FCC approval. would allow Russell to indirectly acquire Johnsons' interests in KUII. Action Sept 16.

■ **WEKY(AM) Richmond, KY** (BAL910729ED: 1340 khz: 1 kw-U)—Granted assignment of license from Radio Richmond Inc. to WEKY Inc. for $201,000. **Seller** is headed by Leonard S. Joyce. and has no other broadcast interests. **Buyer** is headed by Ronald G. Boyd. and has no other broadcast interests. Action Sept. 12.

■ **WYST-AM-FM Baltimore** (AM: BTC910716GE: 1010 khz: 1 kw-D. 26 w-N; FM: BTCH910716GF: 92.3 mhz: 10 kw: ant. 709 ft.)—Granted transfer of control of parent company United Broadcasting Co. (see KALI[AM] San Gabriel. CA. above). Action Sept. 16.

■ **WINX(AM)-WJZE(FM) Rockville (Washington), MD-Washington** (AM: BTC910716ED: 1600 khz: 1 kw-D. 500 w-N; FM: BTCH910716GS: 100.3 kw: 40 kw-H. 38 kw-V: ant. 323 ft.)—Granted transfer of control of parent company United Broadcasting Co. (see KALI[AM] San Gabriel. CA. above) Action Sept. 16.

■ **WLVG(AM) Cambridge** (Boston). MA (BAPL910712EB: 740 khz: 250 w-D. 5 w-N)—Granted assignment of license from J. Christopher Robinson. trustee for Wickus Island Broadcasting Corp., to Robert M. Bittner for $150,000. **Seller** has no other broadcast interests. Action Sept. 12.

■ **WHRC(TV) Norwell, MA** (BTCCT910725KG: ch. 46: 2,937.6 kw-V: 293.76 kw-A: ant. 314 ft.)—Granted transfer of control from Massachusetts Channel 46 Corp. to Two If By Sea Broadcasting Corp. for $900,000. **Seller** is headed by Nikita G. Maggos. who is 51% stockholder of licensee of WRYT(AM) Edwardsville. IL. **Buyer** is headed by Micheal L. Parker. who is president of Reading Broadcasting Inc., licensee of WTVE(TV) Reading. PA: he holds no equity interest in Reading Broadcasting. Action Sept. 11.

■ **KANA(AM) Anaconda, MT** (BAL910603ED. 580 khz. 1 kw-D. 197 w-N)—Dismissed app. of assignment of license from Barry L. Solomon. trustee. to AIREINK Inc. for $106,221. **Seller** has no other broadcast interests. **Buyer** is headed by David R. Fransen (99%). and is licensee of KGLM-FM Anaconda and KDRG(AM)-KDRF(FM) Deer Lodge. both Montana. Action Sept 13.

■ **KBSR(AM) Laurel, MT** (BAL910716EE: 1490 khz: 1 kw-U)—Granted assignment of license from Regency Communications Ltd. Inc. to MCC Communications Inc. for $99,000. **Seller** is headed by George Beaudet. and has no other broadcast interests. **Buyer** is headed by Dale McCarren. news broadcaster for WBBM(AM) Chicago. who has no other broadcast interests. Action Sept. 16.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,987	236	5,223
Commercial FM	4,502	1,013	5,515
Educational FM	1,475	300	1,775
Total Radio	**10,964**	**1,549**	**12,513**
Commercial VHF TV	557	15	572
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	**1,483**	**200**	**1,683**
VHF LPTV	214	148	362
UHF LPTV	711	800	1,511
■ Total LPTV	**925**	**948**	**1,873**
FM translators	1,871	350	2,221
VHF translators	2,698	78	2,776
UHF translators	2,338	396	2,634

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Oct 7

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Countering baseball: programing missiles of October; Basketball '91

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DC station tops both charts with urban/CHR blend

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TCI launches PR campaign to boost its image among customers, regulators

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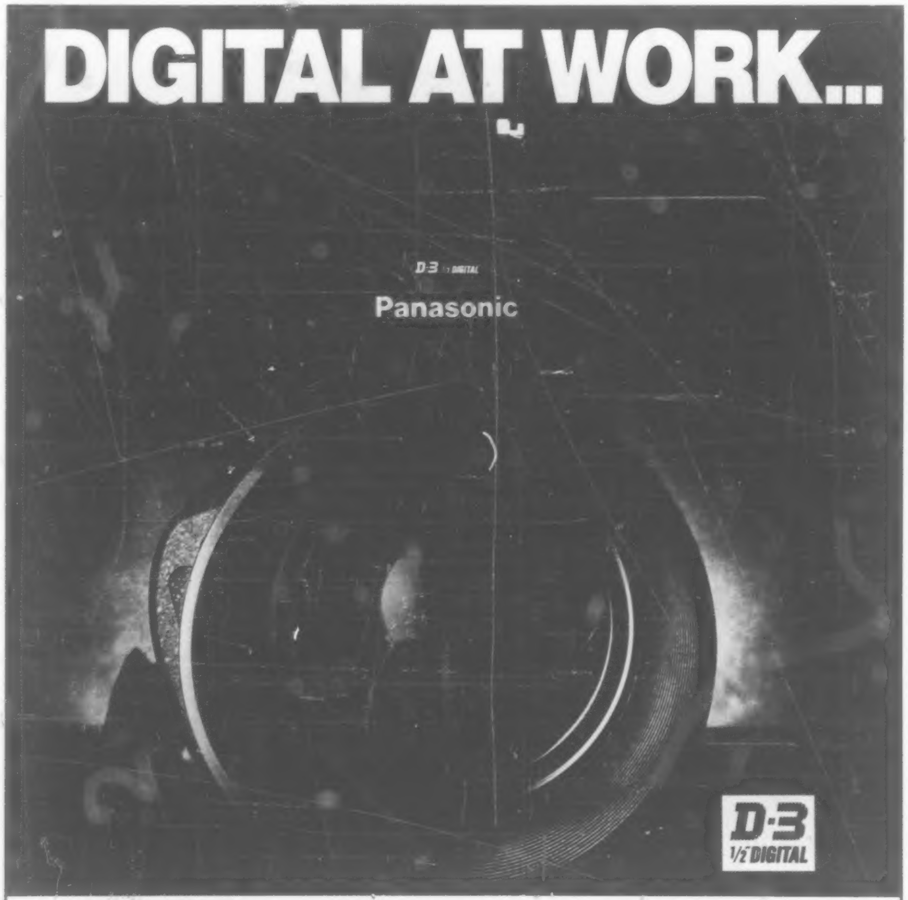
Chase to sell radio, TV; wants to invest in Eastern European ventures



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Share up for network viewing

FCC to shield broadcasters from political ad suits

Broadcasting Oct 7

THIS WEEK

23 / NETWORK SHARES UP

The four-network share of viewing for the first two weeks of the season is up about 5½% compared to the first two weeks of last season, according to A.C. Nielsen. Fox has shown the greatest gains on a percentage basis, up about 45%, with an average 7.9/13 for the two weeks compared to a 5.4/9 a year ago. The three-network share was flat at 65% for the first two weeks, with only CBS gaining: it's up a full rating point and two share points.

23 / FCC SEEKS JURISDICTION ON OVERCHARGES

The FCC is expected this week to issue a tentative order asserting jurisdiction over determining whether stations have violated the law requiring them to offer lowest unit rate charges to political candidates. If the FCC affirms the order, candidates will be precluded from suing stations to recover overpayments unless the FCC had already made an initial judgment that the law had been violated.

25 / CBS IN FRONT

Having won the first two weeks of the new season, CBS is a full point ahead of runner-up ABC so far in the third, and it hopes to solidify its season-to-date lead with big audiences for the upcoming baseball playoffs and World Series. Monday night, which CBS has won hands-down each week, is now the top night for viewing: the three-network share for last Monday was 74 percent.

26 / ABC DROPS LATE NIGHT

Facing affiliate defections, ABC announced it is discontinuing its Monday-Thursday late-night programing and would turn back the daypart to affiliates effective Nov. 14. ABC Entertainment President Phil Beuth said when he finds "a home-run idea we'll be back in the time period."

27 / PROMOTION AT ABC: MORE CUTS?

By appointing Senior Vice President Stephen Weiswasser to the number-two position at ABC News, Capital Cities/ABC has sparked rumors that the executive is being groomed for the top post at the network and that further belt-tightening is planned. Weiswasser will be in charge of news operations and management and will have no editorial control over the division.

28 / NBC SWITCHES TO OUTSIDE REPS

In a move representing the biggest piece of spot business to come into the market in years, NBC has decided to shut down its owned-station spot sales operations and farm out the work to two outside rep firms—Harrington, Righter & Parsons Inc. and Petry Inc. The news may fuel speculation that at least one other network, thought most likely to be CBS, will also choose to end its in-house rep operation.

Professional and college basketball coverage faces the advertising slump (page 37).

31 / SERIES' STARTING LINEUP

ABC and NBC are hoping to repeat last year's success at pulling viewers away from CBS's World Series coverage by counterprograming made-for-TV movies, mini-series and strong regular shows. Programing scheduled against the series, which kicks off Oct. 19, includes a two-part *Dynasty Reunion*, *A Woman Named Jackie* and *I Still Dream of Jeannie*.

34 / ROMANCE IS ALIVE IN SYNDICATION

The successful staggered-market introduction of *Studs* and the early fanfare for the Bill Cosby-hosted *You Bet Your Life* are spurring the development of additional romance/game/comedy strips for next season. The Viacom Enterprises-Katz Communications programing consortium is launching the romantic game show *How's Your Love Life?* for March 1992. Columbia Pictures Television is testing *Ruckus* and King World is rumored to have acquired *Hollywood Squares* from Orion Pictures' defunct first-run TV division.

35 / GAY SUICIDE THEME HOLDS UP SHOW

Although all sides deny rumors that NBC asked for an upfront fee from the studio to cover anticipated sponsor defections, controversy persists over the handling of a *Quantum Leap* episode in which a gay character contemplates suicide. NBC Standards and Practices said it worried about the copycat factor, did not consider the story "properly balanced" and needed more time to review the script. Executive producer Don Bellisario countered: "...This is an episode where they're looking for reasons not to accept the script because it deals with homosexuality."

42 / INTERNATIONAL PROGRAMING OUTLOOK

Distributors of international programing, with a few good years behind them, are unsure of what comes next. The surge in new broadcast licenses has subsided, and the program marketplace in Britain is depressed while operators await the awarding of ITV franchises. The German, Swedish and Dutch marketplaces are active, however, and distributors see the Asian Pacific rim as a prospective growth area.

44 / FORMAT BLEND TOPS CHARTS

Washington, D.C.'s WPGC-FM (Morningside, Md.) has earned the rare distinction of not only placing first in both Birch and Arbitron numbers but of winning the spot by a wide margin. A sleepy adult-contemporary station four years ago, WPGC has moved up steadily with an Urban-leaning Contemporary Hits format. General Manager Benjamin Hill eschews television and outdoor advertising, at least while the station is hot; the station has been able to grow mostly by word-of-mouth.

46 / OBJECTIONS TO AM BAND POLICY

A key element of the FCC's plan to bolster AM—expansion of the band to 1705 khz in an effort to reduce interference—has drawn fire from minority broadcasters, who object to the allocation of the new real estate to incumbents only. Two organizations representing minority broadcasters are looking to band together and perhaps file a request for reconsideration. Some broadcasters have expressed wariness about deserting a secure spot on the current band and moving to unknown territory, and many see lack of power, not interference, as the problem.

Among the counterprograming efforts against CBS's World Series telecasts: 'Dynasty Reunion' (page 31).

50 / TCI CAMPAIGN

Responding to a customer survey that showed subscribers were unaware that systems paid franchise fees for programing, cable MSO Tele-Communications Inc. is launching a public relations campaign aimed at its customers and local and federal regulators. The effort will include national TV advertising, delineation of franchise fees on subscribers' bills (to make customers aware of "where their dollar goes," said a TCI executive) and mailing of an annual report to each of the company's 10 million households.

51 / CABLE'S REVENUE FUTURE

The talk of the Atlantic Cable Show was not so much television as it was diversification beyond TV into new revenue streams. Conventional wisdom seems to be that the 150-channel cable system of the future will shake out into 40-60 basic channels, a handful of subscription-based superniche slots and upwards of 60 pay-per-view options. The industry is anxiously awaiting the results of the "near video" and video-on-demand tests soon to be conducted by Time Warner in its Queens system and by TCI.

52 / CABLE'S OPERATIONAL FUTURE

Cable executives at the CTAM conference last week saw themselves as a maturing industry, hampered by the slow—or declining—growth that such a designation implies. Participants heard reports that pay units have been down for seven of the last eight quarters—and basic growth was down for the first time ever—and were advised to improve product value by weeding out weak performers and adding promising new services.

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53 / CHASE TO SELL PROPERTIES

Chase Communications, which recently accumulated one of the larger broadcasting groups in the industry, is selling its properties so it can concentrate on business ventures in Eastern Europe. Observers questioned the timing of the move during the current soft market, but a Chase executive said the company considers the potential abroad to be worth the risk.

66 / MMDS LOTTERY

The FCC last week held a lottery for MMDS licenses, awarding 35 in 22 states, and a second contest for 100 or so licenses is scheduled for later this month. Often used to mean "wireless cable," a single MMDS license is not sufficient to make a system: such an operation requires at least eight MMDS channels, so any fortune awaiting a lottery winner will probably depend on his or her ability not to sell the license but to build a system.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 23	ABC 14.4/22			70. MacGyver [9.2/15] 8.6/14	9.8/16	13. NFL Monday Night Football—N.Y. Jets vs. Chicago Bears [16.8/30] 16.1/24	18.4/27	17.4/26	16.0/25
	CBS 18.4/28			8. Evening Shade [17.8/28]	6. Major Dad [18.4/28]	3. Murphy Brown [20.4/29]	4. Designg Wmn [19.5/28]	11. Northern Exposure* [17.1/27] 17.5/27	16.7/28
	NBC 16.7/25			22. Fresh Prince [15.1/24]	34. Blossom [13.1/20]	7. NBC Monday Night Movies—Wild Texas Wind [18.0/27] 17.4/25	17.9/26	18.5/29	18.2/30
Tuesday Sep 24	ABC 15.6/25			8. Full House [17.8/29]	8. Home Improvement [17.8/28]	1. Roseanne [21.4/32]	41. Homefront* [12.2/20] 13.3/21	12.2/20	11.0/19
	CBS 15.5/25			25. Rescue: 911 [14.8/24] 14.1/23	15.5/24	18. CBS Tuesday Night Movie—Murder in New Hampshire [15.9/26] 13.9/21	16.3/25	16.7/28	16.8/30
	NBC 13.7/22			26. NBC Movie of the Week—Perry Mason: Case of Fatal Fashion [14.6/23] 13.3/22	14.6/23	15.1/23	15.3/24	46. Law and Order [12.0/21] 12.1/20	11.8/21
Wednesday Sep 25	ABC 12.6/21			51. Dinosaurs [11.5/20]	33. Growing Pains [13.3/22]	13. Doogie Hsr* [16.8/26]	39. Sibs* [12.4/20]	53. Anything But Love* [11.3/19]	61. Good & Evil* [10.2/19]
	CBS 12.3/21			38. Royal Family [12.7/22]	65. Teech [10.1/17]	40. Jake and the Fatman [13.1/21] 11.9/19	12.7/20	34. 48 Hours [13.1/23] 13.1/22	13.0/24
	NBC 12.8/22			19. Unsolved Mysteries [15.8/27] 14.7/25	16.9/28	46. Night Court [12.0/19]	51. Seinfeld [11.5/19]	57. Quantum Leap [10.7/19] 10.7/18	10.7/20
Thursday Sep 26	ABC 10.2/17			70. Pros and Cons* [9.2/15] 8.8/15	9.5/15	73. FBI: Untold Stories* [9.1/14]	61. American Detective* [10.2/16]	48. Primetime Live [11.8/20] 12.2/20	11.4/21
	CBS 10.9/18			60. Top Cops [10.3/17] 9.7/16	10.9/18	69. Trials of Rosie O'Neill [9.5/15] 9.0/14	10.0/16	37. Knots Landing [12.8/22] 12.5/21	13.1/24
	NBC 16.1/26			17. Cosby [16.2/27]	15. A Different World [16.5/27]	2. Cheers [20.8/32]	15. Wings [16.5/26]	31. Reasonable Doubts [13.4/23] 13.7/23	13.1/24
	FOX 11.0/18			36. Simpsons [12.9/22]	67. Drexell's Class [9.9/16]	58. Beverly Hills 90210 [11.9/19] 10.4/16	10.9/17		
Friday Sep 27	ABC 12.5/24			41. Family Matters [12.2/24]	29. Step By Step [13.8/25]	41. Perfect Strgrs [12.2/23]	41. Baby Talk [12.2/23]	45. 20/20 [12.1/24] 12.0/23	12.1/25
	CBS 10.7/20			74. Princesses [8.5/16]	65. Brooklyn Br [10.1/19]	49. CBS Friday Night Movie—Stranger at My Door [11.7/22] 11.2/21	12.1/22	11.8/23	12.2/25
	NBC 6.8/13			89. Real Life w/J. Pauley [5.8/11]	88. Expose [6.0/11	84. Dear John [6.8/13]	80. Flesh N Blood [7.3/13]	75. Reasonable Doubts* [8.2/16] 8.2/16	8.5/17
	FOX 5.9/11			79. America's Most Wtd [7.5/15] 7.8/15	7.2/14	96. Ultimate Challenge [4.3/8] 4.4/8	4.2/8		
Saturday Sep 28	ABC 8.5/16			61. Who's the Boss? [10.2/19]	58. Growing Pains [10.6/20]	80. Young Riders* [7.3/13] 7.0/13	7.5/13	76. The Commish* [7.9/16] 7.9/15	7.8/16
	CBS 7.7/15			78. CBS Saturday Movie—Her Alibi [7.6/14] 6.4/12	7.1/13	8.2/15	8.5/15	76. P.S. I Luv U [7.9/16] 7.7/15	8.1/16
	NBC 11.9/22			55. Golden Girls [10.9/21]	61. Torkelsons [10.2/19]	22. Empty Nest [15.1/27]	31. Nurses [13.4/24]	55. Sisters* [10.9/21] 11.1/21	10.6/21
	FOX 6.0/11			86. Cops [6.3/12]	80. Cops 2 [7.3/13]	92. Totally Hidden Video [5.4/10]	95. Best of the Worst [4.8/9]		
Sunday Sep 29	ABC 13.2/22	70. Life Goes On [9.2/16] 8.2/15	10.1/17	22. Am. Fun. H. Videos [15.1/24]	21. Am. Funniest People [15.4/24]	28. ABC Sunday Night Movie—Keeping Secrets [14.2/23] 12.7/19	14.2/22	15.0/24	14.8/25
	CBS 17.0/28	4. 60 Minutes [19.5/35] 18.1/34	20.9/36	11. Murder, She Wrote [17.1/27] 16.5/26	17.8/27	20. CBS Sunday Movie—Mission of the Shark [15.6/25] 15.3/23	16.1/25	16.1/26	14.9/25
	NBC 8.6/14	92. Adv/Mark Brian [5.4/10]	90. Eerie, Ind. [5.6/10]	90. Man of the People [5.6/9]	83. Pacific Station [7.0/11]	49. NBC Sunday Night Movie—...And Then She Was Gone [11.7/19] 10.6/16	11.5/18	11.9/19	12.5/21
	FOX 9.1/15	87. True Colors [6.2/12]	85. Parker Lws [6.6/11]	30. In Living Color [13.7/22]	53. Roc [11.3/17]	26. Married/Chldn [14.6/22]	68. Herman's Head [9.8/15]	94. Sunday Comics [5.1/8] 5.4/9	4.8/8

WEEKLY PRIME TIME AVERAGE	ABC 12.5/21	CBS 13.4/23	NBC 12.3/21	FOX 8.2/14
SEASON PRIME TIME AVERAGE	ABC 11.7/20	CBS 14.0/24	NBC 12.4/21	FOX 7.9/13

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE — RANKING/SHOW [PROGRAM RATING/SHARE] — HALF-HOUR RATING/SHARE

SOURCE: A.C. NIELSEN

BASKETBALL TELECASTS ADJUST TO LEANER TIMES

Slower sales than usual in college arena; professional sees value in multiyear deals

As NBC and TNT enter the second year of their four-year contracts with the National Basketball Association, neither network is boasting about big profits. NBC Sports executives are said to be expecting at best a small profit on the network's $600-million deal, while Turner Sports executives are budgeting for a loss on their $275-million contract.

But in comparison to other sports, professional basketball appears to be faring well in the slumped marketplace. Both NBC and TNT are already about 75% sold out on the upcoming NBA season and have been able to do so at pricing consistent with last year.

"They're in a very, very good position right now," said SFM Media's Gary Villante, director of network negotiations for Isuzu and Avis.

NBC is benefiting from long-term deals with Miller Brewing and eight automakers, including General Motors Corp., Ford Motor Corp., Chrysler Corp., Toyota Motor Sales USA, Nissan Motor Corp. USA, American Honda Motor Corp., Mazda Motor of America and Mitsubishi Motors Corp.

Largely as a result of those multiyear deals, NBC Sports President Dick Ebersol has said that the NBA contract has already made money and will continue to make money over the course of the four-year contract.

Going into the second year of the contract, one NBC Sports insider said unit pricing for a 30-second spot in the upcoming season is holding at about last year's level. According to information from Arbitron's Broadcast Advertisers Reports (BAR), spots last year averaged $44,400 in the fourth quarter of 1990 and $55,000 in the first quarter of 1991. Unit prices for the championship series were going for an estimated $225,000, while 30-second spots for the 1991 NBA All-Star game went for about $140,000.

Ratings for the NBA on NBC have so far been a mixed bag (see chart, p.38). While the 1991 NBA finals were up almost 30% over the previous year, the network saw a 10% drop in regular season ratings and an 8% decline in playoff numbers.

NBC will add two regular season NBA games to its schedule this year, bringing the network's total to 24.

On the cable side, TNT is close to 75% sold out on its 1991-92 NBA schedule through deals with incumbent advertisers, according to Turner executive Mark Mariani. Pricing is said to be up slightly from last year, when units sold at about $12,000 during the regular season and $30,000 for playoff games. TNT is guaranteeing a 2.1 national rating among cable homes for its regular season games and a 3.6 average rating for the playoffs. Entering its third year of NBA coverage on Nov. 1, TNT will feature 51 regular-season prime time contests and several special events, including at least 26 playoff games.

Turner Sports President Terry McGuirk earlier this year acknowledged that the company was budgeting at a loss on its NBA package, but would not provide specific figures. Regardless of any losses, said Kevin O'Malley, Turner Sports vice president of programing, "we're in a pretty positive position relative to what is out there in the marketplace."

On the local side, NBA teams are expected to take in about the same amount as last year, $104 million, in various deals with over-the-air and cable TV and local radio. A number of major local contracts will not be up for renewal until 1996, according to Ken Haines, executive vice president, Raycom Sports and Entertainment.

In other significant NBA TV developments, a federal judge in Chicago earlier this year knocked down efforts by the association to limit to 20 the number of games that can be aired by a superstation. Tribune-owned WGN-TV, which won the case, will this season increase the number of Bulls telecasts from 25 to 30 regular-season games.

College basketball

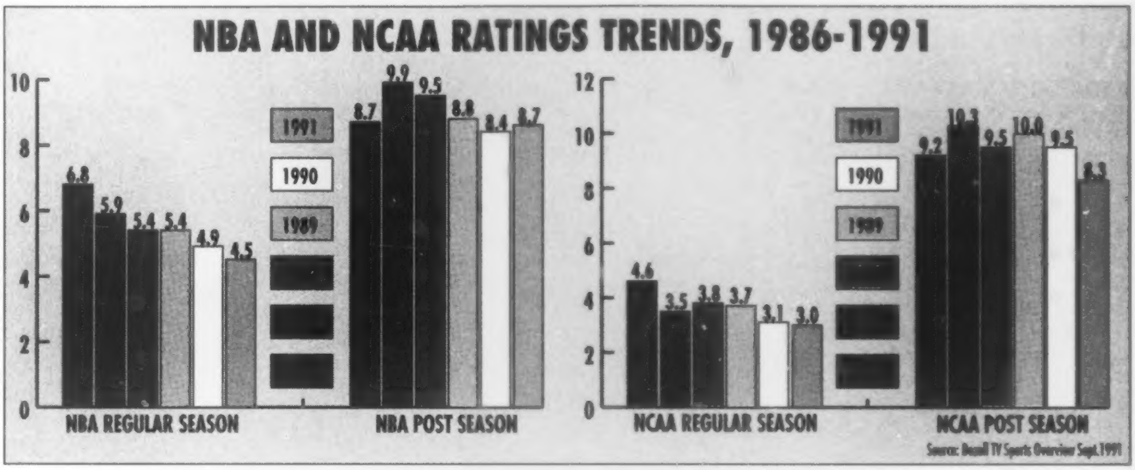
As with most sports properties on television these days, college basketball is learning to adjust to tough economic times. Sales are moving at a slower pace than they have in the past; fewer games are making their way to the national broadcast schedules, and network sports divisions are looking for ways to make production of the games more affordable.

The most obvious cost-saving move by a network this season will be a new deal between ABC Sports and Raycom Sports and Entertainment in which the independent producer-syndicator will pay the network about $1.5 million in exchange for distribution of at least 26 Sunday afternoon college basketball games. The deal allows ABC to televise games while avoiding the high costs usually associated with in-house production.

"Using the mere scale of efficiency, we're able to negotiate production arrangements cheaper than an organization producing 30 games a year," said Raycom's Ken Haines. "There's an economy of scale."

Some executives at the major NCAA conferences have expressed concern that the tough economy is resulting in a declining number of national network broadcasts for college basketball. NBC will present six games this season, up from four last year but down from 20 games during the 1989-90 season; CBS will drop three regular season games previously covered on a regional basis, and ABC Sports will present its 26-game schedule in 11 broadcast windows on a predominantly regional basis.

"It is a concern, but at this point I'm not sure what can be done about it," said Jim Haney, commissioner of the Big West Conference. "The advertising dollars are becoming increasingly diffi-



NBA AND NCAA RATINGS TRENDS, 1986-1991

Source: Beall TV Sports Overview Sept. 1991

cult to get. I'd like to think it's going to come back, but there's so much sports on television that you really need something special to make it stand out."

The networks are likely to air more college basketball as the 1997 expiration date nears on CBS's NCAA Tournament package, said Mark Womack, executive associate commissioner, Southeastern Conference. The networks will likely do so in order to win favor with the NCAA, he explained.

CBS Sports will be entering the second of its seven-year, $1-billion deal to carry the NCAA Tournament package, spending an average of $143 million this season in rights to the games. The 65-hour slate of games last year saw a drop in average tournament and championship game ratings compared with 1990-91 (see chart), but CBS Sports President Neal Pilson said the coverage nevertheless made a small profit in its debut outing.

In other CBS Sports developments this year, the network will be entering the first of a four-year deal with the Big Ten. The network has agreed to pay approximately $4.7 million per season for 20 annual team appearances by the league, which was previously featured on ABC. With the completion of the deal, CBS now holds exclusive rights to the network broadcasts of both the Big East and Big Ten games.

CBS will present 29 national Saturday and Sunday afternoon broadcasts featuring 24 different teams from five conferences. The network's 11th consecutive season of NCAA regular-season Division I basketball begins Dec. 7 at 3:45 p.m. ET with Kentucky at Indiana and concludes with coverage of the women's and men's NCAA Division I Basketball Championship games on April 5 and 6, respectively.

Raycom, which will be handling the scheduling, marketing and production of all college basketball games on ABC, will be involved in the production or sale of more than 350 games representing six major conferences: ACC, Big Eight, Big Ten, Metro, Pac-10 and Southwest Conference.

Among those conferences, the ACC will this season enter the first of a six-year deal allowing Raycom to handle all clearances on its games. Raycom last season handled only regional distribution of the ACC games, while the league itself had ironed out a one-year $1.9-million network deal with CBS.

Haines said regional sales for the upcoming season have been steady at Raycom, which covers about 75% of the United States through regional deals. "When advertisers have to cut, they tend to cut the national product rather than the regional product," according to Haines.

Sales have not yet taken off at ESPN on its extensive college basketball schedule, but executives at the cable network have learned not to panic.

"It seems to me the pace of sales is three to four weeks behind the traditional pattern," said ESPN's Jack Bonanni, senior vice president, advertising sales. "It has taught me a new kind of patience."

ESPN is guaranteeing average ratings of 1.6 for its fourth-quarter games and 2.0 for the early 1992 match-ups. Bonanni said although sales might take a little longer than they once did, he did not anticipate any price-cutting on ESPN's 200-plus game schedule.

ESPN's 1991-92 schedule begins on Nov. 15 with the Indiana-UCLA Tip-Off Classic, which will be the first prime time start for the season opener. ESPN's coverage, which runs through March, will feature 118 teams prior to the championship, the most ever for the cable network. At least 30 of the 32 final teams in last year's NCAA tournament will be featured.

Among the biggest shifts in the ESPN schedule will be moving Big Ten games from Mondays at 9:30 p.m. ET to Tuesdays at 7:30 p.m., allowing for more appearances by the conference's Midwestern teams. ESPN's Monday night triple-header, *Big Monday*, will now begin with the Big East at 7:30, followed by the Big Eight at 9:30 and, in most cases, wrapping up with a Big West game.

The Big Ten Conference renegotiated an existing six-year deal with ESPN last spring to allow for the shift from Mondays to the earlier Tuesday time slot. Under the terms of the new agreement, the conference will be seen on ESPN at least through the 1996-97 season.

Following the Big Ten on Tuesday nights on ESPN will be the Southeastern Conference at 9:30 p.m. Wednesday nights on the cable network will continue to feature Big East and Atlantic Coast Conference doubleheaders, while Thursdays will present a double-header selected from a number of different conferences, including the Pac 10 and the new Great Midwest Conference.

In other college basketball coverage, SportsChannel America, which reaches a total 11 million subscribers nationally through its various regional networks, will deliver almost 140 games representing mostly independent schools. Prime Network, through its 15 affiliated regional networks, will deliver an as-yet-undetermined schedule of games to a portion of its 23 million subscribers. ■

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WGNE-FM Titusville, Fla. □ Sold by SBC Technologies Inc. (formerly Sage Broadcasting) to Southern Starr Broadcasting Group Inc. for $3.5 million. **Seller** is headed by Gerald A. Poch and also owns WACO-AM-FM Waco, Tex., and WVMX(FM) Stowe, Vt. **Buyer** is headed by Robert E. Long and also own: KOLL(FM) Pine Bluff (Little Rock), Ark.; WPLR(FM) New Haven, Conn., and WKNN-FM Pascagoula (Biloxi-Gulfport), Miss. WGNE-FM has country format on 98.1 mhz with 50 kw and antenna 462 feet above average terrain. *Broker: Biernacki Brokerage.*

KIXI(AM) Seattle □ Sold by Noble Broadcast Group to The Sandusky Radio Group for $3.5 million. **Seller** is headed by John T. Lynch and also owns seven AM's and 10 FM's. **Buyer** is headed by Norman Rau and recently sold KRMX-FM San Diego for $10.1 million ("Changing Hands," Aug. 5). Sandusky Radio, through subsidiaries, also owns KEGL(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), Ariz., and KLSY-AM-FM Bellevue (Seattle-Tacoma), Wash. Sandusky Radio is in process of divesting KLSY(AM) Bellevue to avoid multiple ownership rule violations. **Buyer** is subsidiary of Sandusky Newspapers Inc., publisher of four midwestern newspapers. KIXI has big band format on 880 khz with 50 kw day and 10 kw night. *Broker: Ray Stanfield & Associates.*

WZAZ-AM-FM Jacksonville, FL □ Sold by Thomas M. Baumer, transfer agent, to UNC Media Group Ltd. for $2.025 million. Terms: $200,000 cash at closing and $1.825 million assumption of seller's liabilities. **Seller** has no other broadcast interests. **Buyer** is headed by Edward Dugger III and recently purchased WKKV-AM-FM Racine, Wis. Dugger is principal of UNC Ventures Inc., specializing in financing for minority-owned communications businesses. WZAZ(AM) is fulltimer with black format on 1400 khz with 1 kw. WZAZ-FM has urban contemporary format on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

KGDD(AM) Paris, Tex. □ Sold by Lamar County Broadcasting to Webster Broadcasting Corp. for $561,893 cash. **Seller** is headed by Ray Eller and has no other broadcast interests. **Buyer** is headed by Charles L. Webster and has no other broadcast interests. KGDD has country format on 1250 khz with 500 w day and 95 w night.

WXRS-AM-FM Swainsboro, Ga. □ Sold by Crossroads Radio Inc. to Lacom Communication Inc. for $448,773. Station is being repurchased by previous owner, who sold station last year for $500,000 ("Changing Hands," Sept. 3, 1990). Terms: $323,773.25 assumption of liabilities and $125,000 cancellation of debt owed by seller to buyer. **Seller** is headed by Roy A. Thompson, and has no other broadcast interests. **Buyer** is headed by Owen L. Studstill and has interests in WXKO(AM)-WKXK(FM) Fort Valley, Ga., and WGLC-AM-FM Mendola and WXKO-FM Pana, both Illinois. WXRS has black format on 1590 khz with 2.5 kw day and 25 w night. WXRS-FM has country format on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

KKHQ(FM) Odem, Tex. □ Sold by Capi Spanish Broadcasting Inc. to Fulgham & Wood Communications for $275,000 three-year promissory note at 10%. **Seller** is headed by Hector P. Gonzales and has no other broadcast interests. **Buyer** is headed jointly by William W. Fulgham

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$4,430,393** □ **4**
FM's □ **$4,140,000** □ **9**
AM-FM's □ **$2,723,773** □ **3**
TV's □ **$0** □ **0**
Total □ **$11,294,166** □ **16**

Year to Date:
AM's □ **$65,901,372** □ **210**
FM's □ **$174,381,958** □ **221**
AM-FM's □ **$194,884,681** □ **153**
TV's □ **$926,654,200** □ **65**
Total □ **$1,361,822,211** □ **649**

For 1990 total see Jan. 7, 1991 BROADCASTING.

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August 30, 1991

Davenport LTD, Partnership
has completed the sale of the assets of
KLJB-TV
Davenport, Iowa
to
Grant Communications
and
CitiCorp Venture Capital

The undersigned initiated this transaction on behalf of the seller and assisted in the negotiations and financing.

THE
TED HEPBURN
COMPANY

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

Todd Hepburn, Vice-President
PO Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

application mod. of CP (BPH880519OA) to change ERP: 100 kw H&V; change ant.: 200 m.; TL: 3 mi S of Rte. 6; change to class C1 (per docket #574)

■ **Milton-Freewater, OR** KLUB(FM) 97.9 mhz—Aug. 28 application for CP to change ERP: 5.1 kw H&V; ant.: 215 m.; change TL: Microwave Hill, Duroc, OR, 310 mi W of Duroc Grain Elevator; change to class C3 (per docket #89-203)

■ **Bedford, PA** WAYC-FM 107.5 mhz—Aug. 27 application mod. of license to increase ERP: 0.37 kw H&V (pursuant to docket #88-375)

■ **Berwick, PA** WZWB(FM) 103.5 mhz—Sept. 3 application mod. of CP (BPH871110NK) to change ERP: 2 kw H&V; change ant.: 117.9 m.; TL: 41 05 11N 76 16 41W.

■ **South Williamsport, PA** WEXX-FM 99.3 mhz—Sept. 9 application for CP to change ERP: 4.2 kw H&V; ant.: 120 m.; TL: 1000 ft. E of Tre. 552, 300 ft. S of junction with Rte. 589, 9 mi NE of city.

■ **Hormigueros, PR** WBOZ-FM 92.1 mhz—Sept. 3 application for CP to change ERP: 2 kw H&V; ant.: 337 m.; change TL: Barrio Atalaya, 4.05 km S of Aguada, PR.

■ **Charleston, SC** WSUY(FM) 100.7 mhz—Sept. 12 application for CP to change freq: 100.5 MHz; ERP: 25 kw H&V; ant.: 100 m.; TL: Secessionville Road, Charleston, SC; class: C3; per docket 90-32

■ **Lancaster, SC** WRHM(FM) 107.1 mhz—Aug. 14 application for CP to change ERP: 2.6 kw H&V

■ **Carthage, TN** WUCZ(FM) 102.3 mhz—Aug. 19 application for CP to change ERP: 2.3 kw H&V; ant.: 148 m.; change TL: .8 km at 204 degrees (T) from intersection of Hwy. 70 N and Horseshoe Bend Rd., near Elmwood, TN.

■ **Germantown, TN** WEZI-FM 94.3 mhz—Aug. 22 application for CP to change ERP: 50 kw H&V; ant.: 144 m.; TL: 1.1 km E of US Rte. 78, Mineral Wells, MS; Channel: 231C2; employ a directional antenna; per docket 87-619.

■ **Waynesboro, TN** WTNR-FM 94.9 mhz—Aug. 19 application mod. of CP (BPH890104MC) to change ERP: 25 kw H&V; change class: C3 (per docket #90-564)

■ **Beeville, TX** KYTX(FM) 97.9 mhz—Sept. 5 application mod. of CP (BPH900108ID) to change ERP: 34 kw H&V; change ant.: 178 m.

■ **Cameron, TX** KCRM(FM) 103.1 mhz—Aug. 22 application for CP to change TL: 30 45 16N 96 54 30W.

■ **Canyon, TX** KAKS-FM 107.9 mhz—Aug. 22 application mod. of CP (BPH830419AI as Mod) to change ant.: 418 m.; TL: 6.3 km NE (53 degrees (T)) of Bushland, TX.

■ **Corpus Christi, TX** KBSO(FM) 94.7 mhz—Aug. 21 application mod. of CP (BPH880310NV) to change ant.: 87 m.; change TL: .25 mi SE of Rand Morgan Rd. on Southbound Access Rd. of IH-37, Corpus Christi, TX.

■ **Payson, UT** KTCE(FM) 92.3 mhz—Sept. 5 application mod. of CP (BPH880421MM) to change ERP: 0.110 kw H&V; change ant.: 675.4 m.; TL: 9 km NW of Payson in W Mountain Communications site, UT.

■ **Pullman, WA** KZZL-FM 99.5 mhz—Aug. 16 application for CP to change ERP: 81.4 kw H&V; ant.: 323 m.; change to class C1 (per docket #90-386).

■ **Altoona, WI** (no call letters) 98.1 mhz—Sept. 4 application mod. of CP (BPH900517MH) to change ant.: 85 m.; change TL: 1819 Mitchell Ave., Eau Claire, WI.

■ **Stevens Point, WI** WMGU(FM) 104.9 mhz—Aug. 30 application for CP to change ERP: 25 kw H&V; TL: intersection of Bluebird Lane and Burma Rd., NW of Mosinee, WI; change to class C3; change City of license to Marathon, WI (per docket #90-87).

TV's

■ **Houston** KZJL(TV) ch. 61—Aug. 30 application mod. of CP (BPCT820510KR) to change ERP: 2740 kw; ant.: 552 m; TL: .8 km NE of Senior Rd. near Mustang Bayou, TX; antenna: Andrew ATW 30H2-HSC2-615, (DA)(BT).

■ **Llano, TX** KLNO(TV) ch. 14 Sept. 16 application mod. of CP (BPCT851105KE) to change ERP (vis): 3236 kw; ant.: 269 m; TL: 8 mi SE of Llano, TX; Off State Route 71; antenna: Dielectric TFU-36J(BT); 30 40 98N 98 33 59W.

Actions

AM's

■ **Moulton, AL** WHIY(AM) 1190 khz—Aug. 28 application (BP910116AB) dismissed for CP to correct coordinates to: 34 28 57N 87 18 23W and increase tower height.

■ **Punta Gorda, FL** WCCF(AM) 1580 khz—Sept. 23 application (BP900718AE) granted for CP to reduce power to 710 w and make changes in antenna system.

■ **Ely, MN** WELY(AM) 1450 khz—Sept. 4 application (BMP910805AD) granted mod. of CP (BP891204IF) to change TL: E end of Allaire St. between First Ave. E and Third Ave. E, Ely St., MN; 47 53 40N 91 51 50W; make changes in antenna system.

■ **New York** WLIB(AM) 1190 khz—Sept. 3 application (BP900405CQ) returned for CP to change hours of operation to unlimited by adding night service with 5 kw on freq: 1200 khz (remain on 1190 khz during day) and make changes in antenna system.

■ **New York** WWRV(AM) 1330 khz—Aug. 29 application (BP910624AE) granted for CP to change from commercial station to non-commercial educational station.

■ **Wadesboro, NC** WADE(AM) 1340 khz—Sept. 5 application (BP900320AE) granted for CP to increase power to 1 kw and make changes in antenna system.

■ **Cuyahoga Falls, OH** WCUE(AM) 1150 khz—Sept. 5 application (BMP900720AB) granted mod. of CP (BP890809AC) to augment daytime pattern.

■ **Mobridge, SD** KOLY(AM) 13[illegible]z—Sept. 4 application (BP910624AB) granted for CP to correct coordinates to: 45 32 07N 100 20 45W.

■ **Del Valle, TX** KIXL(AM) 970 khz—Sept. 16 application (BMP910805AC) granted mod. of CP (BP900518AH) to augment daytime pattern.

■ **Gloucester, VA** WXGM(AM) 1420 khz—Sept. 16 application (BMP910809AE) granted mod. of CP (BP910328AC) to reduce day power to 704 watts and make changes in antenna system.

■ **Norton, VA** WNVA(AM) 1350 khz—Aug. 27 application (BP910520AE) granted for CP to correct coordinates to: 36 57 58N 82 35 17W.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,987	236	5,223
Commercial FM	4,502	1,013	5,515
Educational FM	1,475	300	1,775
Total Radio	10,964	1,549	12,513
Commercial VHF TV	557	15	572
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	1,483	200	1,683
VHF LPTV	214	148	362
UHF LPTV	711	800	1,511
■ Total LPTV	925	948	1,873
FM translators	1,871	350	2,221
VHF translators	2,698	78	2,776
UHF translators	2,338	396	2,634

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Oct 14

Reaching over 117,000 readers every week — 60th Year 1991

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Columbia buys New World properties; Tribune takes 'Miller'

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All-sports AM debuts in Chicago; Idaho broadcaster challenges license transfer

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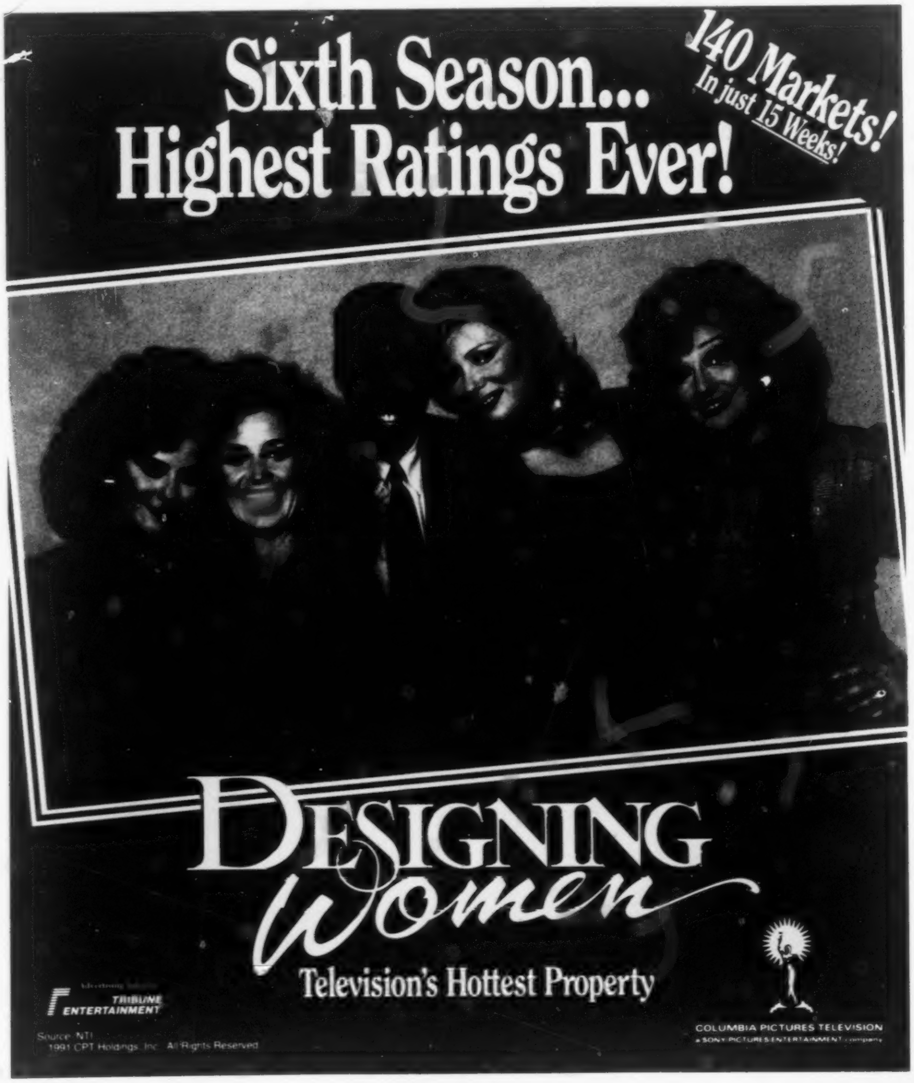
NBC affiliates warm up to network's PPV plan



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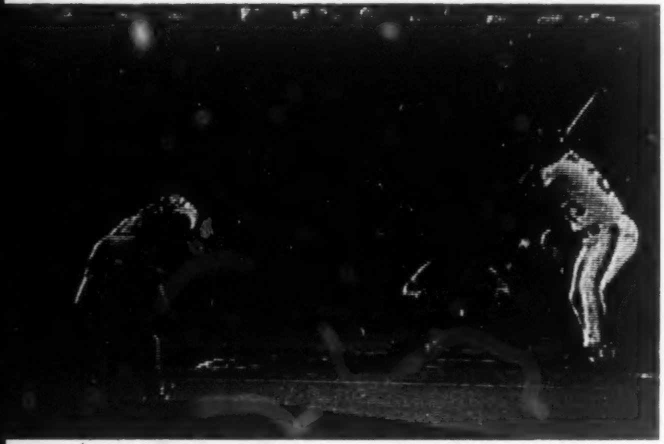
Fourth quarter scatter: Redefining healthy

☐ **RBOC's: one step closer to cable**

THIS WEEK



CBS's baseball slump: ratings down for playoffs (page 21).

19 / BUSY SCATTER

Heightened activity in the scatter market in the fourth quarter may belie the lingering recession in media buying. Prices are generally lower than they were in the weak upfront market, but for now, ABC, NBC, CBS and Fox are just glad to be making deals that are not down 30%. Cable networks may once again take on the role of viable alternative, and syndicators, not accustomed to participating heavily in the scatter market, are said to be finding the going rough.

20 / NETWORKS AIR THOMAS HEARINGS LIVE

In spite of their revenue woes the big three networks pre-empted daytime programing to air the Oct. 11 session of Clarence Thomas's nomination hearings. PBS also provided live coverage, as did cable networks CNN, C-SPAN and Court TV and radio networks National Public Radio and PBS.

21 / LOW RATINGS FOR BASEBALL

Ratings for the major league playoffs have been a major disappointment for CBS, which had initially hoped the games would boost its fall lineup. The first outing, between Toronto and Minnesota, was the lowest-rated prime time playoff in history at 11.6/20; subsequent games fared slightly better. Agency sources said last week that CBS still had a sizable amount of inventory left.

22 / WEEK 3 TO CBS

As expected, CBS won the third week of the new season, but low ratings for the playoffs may stymie its chances to take a fourth. Fine-tuning of the fall schedule is already underway: CBS announced it is flipping *Princesses* and *Brooklyn Bridge* on Fridays.

24 / TELCO BARRIERS FALL

With the lifting of Judge Harold Greene's stay on entry into video information services by Bell companies outside their areas, only one major legal barrier—prohibiting downlinking of satellite signals—now stands between the regional Bell operating companies being able to own cable systems outside their local telephone service regions. As for operations within their areas, telcos are currently stymied by provisions of the 1984 Cable Act and could face new restrictive legislation now being considered in the House.

25 / FCC INQUIRY ON CROSSOWNERSHIP

The FCC plans to launch a review of the statutory and regulatory prohibitions against common ownership of cable and telephone services in the same market. Among the ideas that will be presented at the Oct. 24 inquiry is FCC Chairman Alfred Sikes's to permit telcos to acquire a minority interest in cable systems in the same areas the telcos provide service and to eventually allow them to obtain controlling interest.

27 / COLUMBIA'S NEW WORLD

New World Entertainment has signed a letter of intent with Columbia Pictures Television to sell most of its production properties and development projects. Columbia plans to use the acquisition to form TriStar, a second network production division. New World intends to shift its focus to international co-productions and production for cable.

28 / PRODUCER TRIES LIVE PILOTS

KatzRush Entertainment is joining with the Los Angeles Comedy Store to pitch to producers, writers and agency packagers the concept of producing pilot run-throughs before live audiences. KatzRush's Raymond Katz says such pilots could be produced at a ''minute fraction'' of the usual $500,000 cost of an initial show.

29 / STUDS: FOX HIT

Twentieth Television, Fox's syndication arm, appears to have a hit on its hands with the romantic game show *Studs*, but won't crow for sure until it boosts the show's distribution. Cleared so far in 40 markets, *Studs* should reach 70% by the start of the NATPE convention Jan. 20, said Michael Lambert, Twentieth Television president.

32 / FCC TACKLES HDTV SIMULCASTING

The FCC, which is expected to release a proceeding this month on HDTV simulcasting, is considering three options of definition and regulation of simulcast TV channels. In the marketplace approach, the commission would leave the term undefined. The flexible approach would delay content regulation until a viable HDTV marketplace has been established. The third and most likely option appears to be approval of some form of content regulation together with the standard in 1993.

33 / NETWORKS, AFFILIATES CROSS OVER CROSSOWNERSHIP

In a meeting last week in Chicago, representatives of the broadcast networks and their affiliates agreed to continue their discussions on relaxing the FCC's network-cable crossownership ban and to ask the agency to postpone action on the ban until their talks have a chance to bear fruit. The networks want repeal, but affiliates fear the consequences of their networks being acquired by a large cable MSO.

34 / SPECTRUM AUCTION VS. LOTTERY

The House Telecommunications Subcommittee heard testimony last week on how to allocate—by auction, lottery or comparative hearings—200 mhz of government-controlled spectrum to the private sector. The gap between opposing sides' positions may be narrower than once thought: Chairman Edward Markey (D-Mass.) said: "The philosophical basis for understanding is there."

35 / OLYMPIC PPV HEATS UP

After an initial lukewarm response, NBC affiliates are warming up to the network's three-channel pay-per-view Olympics. The reason: tough times have encouraged stations to take a closer look at NBC's promotional incentives, which promise $10 per PPV subscriber for affiliates that air spots.

Twentieth Television's 'Studs,' cleared in 40 markets, has the makings of a hit (page 29).

36 / SHOWTIME BANKS ON MOVIES

While making some forays into original programing, Showtime plans to continue its strategy of acquiring original theatricals. 1992 will be the last year the premium service runs a non-exclusive title, and it has enough exclusive product lined up to take it through '93 and perhaps '94.

39 / NEW SPORTS AM IN CHICAGO

The Score, WSCR(AM) SportsRadio 820, will join the long list of powerhouse AM's in Chicago as soon as the FCC approves an ownership transfer to Diamond Broadcasting. The station will broadcast sports programing—but not play-by-play or network—and will rely on its lineup of personalities to build its audience.

40 / IDAHO LICENSE TRANSFER CHALLENGED

Broadcaster John Rook has asked the Justice Department to investigate whether the transfer of North Idaho Broadcasting by Duane Hagadone to his son violates federal antitrust laws. The elder Hagadone's ownership of the *Coeur d'Alene Press* and, through North Idaho, an AM radio station had been grandfathered under the FCC's crossownership rules. Rook calls the transfer, coinciding with the purchase of a construction permit for a new station, "a complete sham."

44 / $1.48 BILLION LOSS AT WESTINGHOUSE

Westinghouse Electric Corp., parent company of Group W Television, Group W Radio and Group W Satellite Services, announced that it is cutting 4,000 jobs, reducing operating costs by $200 million and issuing new equity in the wake of its $1.48-billion third-quarter loss. How much the company's woes will affect the broadcasting properties is still unclear, but "it stands to reason they would be affected," a spokesperson said.

50 / DAB ROYALTY FEE RECOMMENDED

Contending that digital audio broadcasting may harm copyright holders of recorded works, the U.S. Copyright Office has recommended that Congress create a performance royalty charged to broadcasters that would be levied in addition to BMI and ASCAP fees. The NAB called the finding a "rehash" of the Recording Industry Association of America's "old and discredited position on performance rights in sound recording."

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RATINGS ROUNDUP

Day	Network	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 30	ABC 15.0/24			62. MacGyver [9.1/15] 8.3/14	10.0/17	13. NFL Monday Night Football—Philadelphia vs. Washington [17.1/29] 16.7/26	19.2/29	19.3/29	16.8/27
	CBS 17.8/28			17. Evening Shade [15.9/26]	8. Major Dad [18.1/28]	5. Murphy Brown [19.9/29]	6. Designg Wmn [19.2/28]	15. Northern Exposure [16.8/27] 17.4/27	16.2/27
	NBC 14.2/22			29. Fresh Prince [13.9/23]	39. Blossom [12.2/19]	25. NBC Monday Night Movies—Carolina Skeletons [14.7/23] 14.2/21	14.4/21	15.2/24	14.9/25
Tuesday Oct 1	ABC 16.2/26			10. Full House [17.4/29]	14.Home Improvement [17.0/27]	1. Roseanne [21.3/33]	7. Coach* [18.2/28]	43. Homefront [11.5/20] 12.0/20	10.9/20
	CBS 11.4/18			27. Rescue: 911 [14.1/23] 13.2/22	15.0/24	53. CBS Tuesday Night Movie—The Naked Gun [10.1/16] 9.8/15	10.1/16	10.9/18	9.7/17
	NBC 12.2/20			75. Real People Reunion [7.7/13] 7.9/13	7.5/12	21. Heat of the Night* [14.9/23] 14.1/22	15.7/24	27. Law and Order [14.1/24] 14.3/24	13.8/25
Wednesday Oct 2	ABC 11.6/19			36. Dinosaurs [12.5/21]	21. Wonder Years* [14.9/24]	21. Doogie Hwsr [14.9/23]	56. Sibs [9.9/15]	58. Anything But Love [9.6/16]	76. Good & Evil [7.6/13]
	CBS 16.8/27			51. Royal Family [10.3/18]	69. Teech [8.7/14]	3. Country Music Awards [20.5/33] 17.5/27	20.6/32	21.7/35	22.0/38
	NBC 12.4/20			18. Unsolved Mysteries [15.5/26] 14.8/25	16.2/26	43. Night Court [11.5/18]	46. Seinfeld [11.1/17]	50. Quantum Leap [10.4/17] 10.3/17	10.4/18
Thursday Oct 3	ABC 8.8/14			70. Pros and Cons [8.2/13] 8.0/13	8.4/14	67. FBI: Untold Stories [8.8/13]	58. American Detective [9.6/15]	66. Primetime Live [8.9/15] 9.3/15	8.4/15
	CBS 10.8/18			47. Top Cops [10.7/18] 9.8/16	11.5/19	60. Trials of Rosie O'Neill [9.3/14] 8.8/13	9.7/15	36. Knots Landing [12.5/21] 12.1/20	12.9/23
	NBC 17.9/29			16. Cosby [16.6/28]	10. A Different World [17.4/28]	4. Cheers [20.2/31]	9. Tonight Show 29th Anniversary [17.7/29] 17.3/26	17.9/29	17.7/31
	FOX 11.7/18			29. Simpsons [13.9/23]	53. Drexell's Class [10.1/16]	45. Beverly Hills 90210 [11.3/17] 11.1/17	11.4/17		
Friday Oct 4	ABC 12.0/22			33. Family Matters [13.2/25]	34. Step By Step [12.9/24]	41. Perfect Strgrs [11.9/22]	52. Baby Talk [10.2/18]	42. 20/20 [11.8/22] 11.9/21	11.7/22
	CBS 11.1/21			76. Princesses [7.6/15]	62. Brooklyn Br [9.1/17]	36. 60 Minutes—Entertainers [12.5/23] 12.6/23	13.9/25	12.3/22	11.4/22
	NBC 6.5/12			84. Real Life w/J. Pauley [5.9/11]	89. Expose [5.4/10]	86. Dear John [5.6/10]	87. Flesh N Blood [5.5/10]	70. Reasonable Doubts [8.2/15] 7.8/14	8.7/16
	FOX 5.2/9			84. America's Most Wanted [5.9/11] 5.8/11	6.0/11	95. Ultimate Challenge [4.5/8] 4.3/8	4.7/8		
Saturday Oct 5	ABC 7.8/15			60. Who's the Boss? [9.3/18]	67. Growing Pains [8.8/16]	81. Young Riders [6.5/12] 6.2/11	6.7/12	74. The Commish [7.8/15] 7.6/15	8.0/16
	CBS 7.5/14			79. CBS Saturday Movie—Brotherhood of the Gun [7.3/14] 6.3/12	7.0/13	8.0/15	7.9/15	73. P.S. I Luv U [7.9/15] 7.7/15	8.1/16
	NBC 12.3/23			35. Golden Girls [12.7/24]	47. Torkelsons [10.7/20]	19. Empty Nest [15.4/28]	32. Nurses [13.5/25]	47. Sisters [10.7/21] 10.8/21	10.6/21
	FOX 6.2/11			80. Cops [7.0/13]	72. Cops 2 [8.0/15]	94. Totally Hidden Video [4.8/9]	93. Best of the Worst [4.9/9]		
Sunday Oct 6	ABC 11.0/18	62. Life Goes On [9.1/16] 8.1/15	10.1/17	20. Am. Fun. H. Videos [15.3/23]	26. Am. Funniest People [14.5/22]	56. ABC Sunday Night Movie—The Heroes of Desert Storm [9.9/16] 9.9/15	10.2/15	10.0/16	9.5/17
	CBS 16.9/27	2. 60 Minutes [20.6/36] 19.6/35	21.7/36	12. Murder, She Wrote [17.3/26] 16.6/25	18.0/27	24. CBS Sunday Movie—Fire in the Dark [14.8/23] 15.1/22	14.7/22	14.7/24	14.9/26
	NBC 7.8/12	82. Adv/Mark Brian [6.2/11]	87. Eerie, Ind. [5.5/9]	91. Man of the People [5.3/8]	92. Pacific Station [5.2/8]	55. NBC Sunday Night Movie—Babe Ruth [10.0/16] 9.0/13	10.1/15	10.4/17	10.4/18
	FOX 8.6/14	89. True Colors [5.4/10]	83. Parker Lws [6.0/10]	40. In Living Color [12.0/18]	65. Roc [9.0/14]	29. Married/Chdn [13.9/21]	76. Ray Charles—50 Years of Music [7.6/12] 7.9/12	7.6/12	7.1/13

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 11.7/20	CBS 13.4/22	NBC 11.7/20	FOX 8.1/14
SEASON PRIME TIME AVERAGE	ABC 11.7/20	CBS 13.8/23	NBC 12.1/20	FOX 8.0/13

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE

SOURCE: A.C. NIELSEN

RADIO

NEW ALL-SPORTS AM SET FOR CHICAGO DEBUT

Powerhouse Windy City stations welcome 'The Score' to ranks of the band

In the Windy City, despite a nationwide plague of technological and revenue ills confronting AM radio, the band is alive and well. And pending FCC approval, Diamond Broadcasting will add its voice to the airwaves, alongside the likes of powerhouse stations WGN(AM), WBBM(AM), WLUP(AM), WMAQ(AM) and WLS(AM).

Unlike the aforementioned clear-channel giants, the new station will broadcast with 5 kw of power, and only during the day. The Score—WSCR(AM) SportsRadio 820—will debut its all-sports format as soon as the FCC approves the station's transfer to Diamond from Century Broadcasting.

Diamond Broadcasting already owns WSBC(AM)-WXRT(FM) Chicago. The AM shares time with two other facilities, and all the programing is brokered. Diamond programs about eight hours a day, according to Seth Mason, vice president and general manager, and will install a "combiner" to allow it to broadcast both AM's from the same site. Although the approval is still pending, Mason said the group ran the idea by the FCC before submitting the applications, and was given enough encouragement to begin putting the station in place.

The Score will broadcast sports programing, but not play-by-play and not network, Mason said. "If we do look at play-by-play down the road," he said, "it would only be a college-football franchise of major local interest." The station will instead need to build its audience on the strength of its personalities, as would a regular talk station. The lineup so far includes Tom Shaer, a weekend news anchor at WMAQ-TV Chicago; Dan Jiggetts, former Chicago Bear and CBS commentator; Dan McNeil, formerly an executive producer with WLUP(AM); Mike Murphy, WLS(AM) sports talk show host, and Brian Hanley, a writer with the *Chicago Sun-Times*.

Personality radio has worked well in Chicago, with WLUP and WGN as prime examples. And although the city is as competitive as any market in the country, Chicago AM operators contacted by BROADCASTING last week were enthusiastic about the new station. Rick Starr, vice president and general manager of WMAQ(AM), which holds the rights to the White Sox and the Bulls, sees the concept as a boon to the band. "A different niche format like this is good for the AM band," he said, "and the better and the healthier the AM stations, the better for me in the long haul."

The city itself is sports-crazy, added Starr. There are five major-league teams, plus Northwestern and Illinois universities. "From the start there is the interest and there is some natural money for a sports station," Starr said. "If a sponsor does a spectrum buy, he will probably put money on the station."

From an advertising standpoint, WSCR can work as a perfect complement to sister station WXRT. The FM is an album-oriented rock format station, targeted at men 25-54. The sound, according to Mason, is "more eclectic, less hard," meaning that the station plays less heavy metal and more "progressive bands." Whatever the format mix, it seems to be working: WXRT is number one with men in its target group in the winter and spring Arbitron surveys.

Retailers are already expressing an interest in the combo buy, Mason said. "Some are going to wait and see what kind of ratings are involved," he said, "but there are others who think right away, 'this is my type of radio station.' " —LC

RECORDING SALES:

Units Shipped and Dollar Value

January-June 1990 vs. January-June 1991

Configuration	January-June 1990 Units	January-June 1990 Dollar Value	January-June 1991 Units	January-June 1991 Dollar Value	Percent Change Units	Percent Change Dollar Value
Disc singles	14.36	56.52	11.40	31.18	-20.61	-44.83
Cassette singles	45.58	133.45	33.61	108.56	-26.26	-18.65
CD singles	0.12	0.70	2.39	13.56	1,891.67	1,837.14
LP's	5.62	38.82	2.09	12.46	-62.81	-67.90
CD's	132.08	1,522.73	153.86	1,893.79	16.49	24.37
Cassettes	222.27	1,657.65	170.41	1,371.20	-23.33	-17.28
Music videos	4.05	74.63	3.32	60.12	-18.02	-19.44
Totals	424.08	3,484.50	377.08	3,490.87	-11.08	0.18

Source: Recording Industry Association of America Market Research Committee

DOLLAR VALUE OF RECORD SALES UNCHANGED

Good news and bad is reported by the Recording Industry Association of America for record sales in the first half of 1991. The good news is that the dollar values of CD's and CD singles sales were up 24% and 1,837%, respectively, over the same period in 1990, and units shipped increased 16.5%. and 1,891%. Sales and shipments of virtually all other recorded music products were down, however, anywhere from 17% for cassettes to 67.9% for vinyl LP's. Combined, units shipped dropped 11% over the first half of 1990, while dollar value remained virtually unchanged.

"Given the economic environment, in which people are buying less of everything, the music business held its own," said Jason Berman, RIAA president. "Consumers are still spending the same amount of money as they did last year on music."

expected to be completed by Nov. 1. Rook disputes this statement, claiming that Duane Hagadone, through Hagadone Investment Corp., of which Hagadone is sole shareholder, loaned $300,000 to Todd Hagadone to purchase the construction permit and build the FM facility. Rook further claims that Hagadone in 1989 loaned $40,000 to George Cole, previous owner of the Hayden construction permit, to pay a competing party to drop a challenge for the FCC license. That party was KCDA(FM) General Manager Kim Cooper. Cole currently is listed as a member of the North Idaho Broadcasting board of directors and, according to the *Idaho Statesman*, claims "it was merely a coincidence that a recent down payment from Hagadone Investment Corp. for the KMWC(FM) license was $40,000."

Hagadone allegedly approached Rook several years ago in an effort to purchase KCDA(FM), a transaction that Rook said he pointed out would be in violation of FCC crossownership rules. "Duane Hagadone assured me that he could circumvent that regulation, and federal antitrust laws, by doing some advanced estate planning and putting the stations in his kids' names," Rook explained. The original transfer application asserted that Burl Todd Hagadone would acquire 51% of KVNI(AM) and his brother Bradley would hold 49%. Bradley's name subsequently was eliminated from the application when it was revealed that he was an officer and a director of Hagadone Investments, which owns the *Coeur d'Alene Press*.

"The FCC couldn't possibly have read our documented evidence," Rook said. "If they had spent the time to seriously look at the foot-high stack of evidence, there's no way they would have approved it. I think they just rubber-stamped it after a year and a half." Rook said he repeatedly wrote to FCC Secretary Donna Searcy outlining his concerns; Searcy told BROADCASTING she was unfamiliar with the case.

FCC Audio Services Division Chief Larry Eads said he was familiar with Rook's charges, but could not comment on a contested case other than to confirm that Rook "has filed for reconsideration of the grant, and it is pending at the FCC." Eads also said that, since approval of the transfer has not been stayed, "he may continue to construct, at his own risk, should the Commission decide to overturn the grant." Should that occur, "the grant would have to be undone and it would go back to status quo ante."

Neither Duane Hagadone or KVNI(AM) General Manager Joe Stanosch could be reached for comment. **—RFB**

BASEBALL BOOSTS AM'S IN ARBITRON

America's favorite pastime helped heritage AM stations maintain their first-place leads in three of the top 10 markets, according to the Arbitron summer survey. WGN(AM) Chicago, WJR(AM) Detroit and WRKO(AM) Boston each posted ratings gains and finished first in their markets for their play-by-play coverage of the Cubs, Tigers and Red Sox, respectively.

All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight.

Station	*Format*	*Spring '91*	*Summer '91*
1. New York			
WCBS(FM)	Oldies	5.2	5.1
WLTW(FM)	Soft AC	4.9	4.9
WRKS(FM)	Urban	5.1	4.8
WPAT-AM-FM	Easy	4.9	4.7
WINS(AM)	News	4.3	4.3
WBLS(FM)	Urban	3.8	4.2
WQHT(FM)	CHR	4.0	4.2
WNEW-FM	AOR	3.1	4.0
WOR(AM)	Talk	4.6	4.0
WHTZ(FM)	CHR	3.6	3.8
WXRK(FM)	Classic rock	3.3	3.8
2. Los Angeles			
KOST(FM)	Soft AC	6.1	5.9
KIIS-AM-FM	CHR	4.7	5.3
KKBT(FM)	Urban	4.0	4.9
KABC(AM)	Talk	5.1	4.7
KLOS(FM)	AOR	4.5	4.5
KBIG(FM)	AC	4.1	3.8
KRTH(FM)	Oldies	3.6	3.8
KLVE(FM)	Spanish	2.8	3.5
KPWR(FM)	CHR	3.4	3.5
KFWB(AM)	News	3.1	3.1
KWKW(AM)	Spanish	3.4	3.1
3. Chicago			
WGN(AM)	MOR/talk	8.2	8.4
WGCI-FM	Urban	6.6	8.1
WBBM-FM	CHR	5.8	4.9
WVAZ(FM)	Urban	4.3	4.7
WWBZ(FM)	AOR	3.9	4.6
WUSN(FM)	Country	3.3	4.5
WJJD(AM)	MOR	3.6	4.1
WBBM(AM)	News	3.9	3.8
WLUP-FM	AOR	3.6	3.5
WCKG(FM)	Classic rock	3.4	3.4
WLIT-FM	AC	3.9	3.4
WNUA(FM)	AC	3.1	3.4
4. San Francisco			
KGO(AM)	News/talk	7.8	8.0
KMEL(FM)	CHR	6.1	5.3
KFRC(AM)	Nostalgia	4.3	4.9
KNBR(AM)	Talk	3.8	4.5
KCBS(AM)	News	4.8	4.1
KIOI(FM)	AC	3.9	3.2
KOIT-AM-FM	Soft AC	3.7	2.9
KRQR(FM)	AOR	2.3	2.8
KSOL(FM)	Urban	3.6	2.8
KABL-AM-FM	AC	2.5	2.7
KITS(FM)	New rock	2.6	2.7
KKSF(FM)	New AC	2.5	2.7
5. Philadelphia			
KYW(AM)	News	8.7	7.5
WUSL(FM)	Urban	7.2	6.6
WMMR(FM)	AOR	5.7	6.4
WPEN(AM)	Nostalgia	5.6	6.3
WYSP(FM)	Classic rock	6.1	5.9
WEAZ-FM	AC	5.6	5.2
WOGL-FM	Oldies	4.4	5.0
WWDB(FM)	Talk	4.8	5.0
WXTU(FM)	Country	4.0	4.7
WYXR(FM)	AC	4.2	4.3

Station	*Format*	*Spring '91*	*Summer '91*
6. Detroit			
WJR(AM)	MOR/news/talk	8.0	9.3
WJLB(FM)	Urban	6.3	6.2
WWWW(FM)	Country	6.3	6.1
WOMC(FM)	Oldies	3.9	5.4
WKQI(FM)	CHR	4.7	5.0
WHYT(FM)	CHR	4.5	4.7
WWJ(AM)	News	5.7	4.4
WLLZ(FM)	AOR	3.4	4.2
WCSX(FM)	Classic rock	3.5	4.1
WRIF(FM)	AOR	4.4	3.9
7. Washington			
WPGC-FM	CHR	7.6	7.8
WMZQ-AM-FM	Country	5.9	5.6
WGAY(FM)	Easy	5.6	5.6
WWDC-FM	AOR	4.4	5.2
WKYS(FM)	Urban	4.9	4.5
WTOP(AM)	News	3.3	4.2
WASH(FM)	AC	4.6	4.1
WLTT(FM)	AC	4.0	4.0
WAVA(FM)	CHR	4.2	3.6
WMAL(AM)	News/talk	4.5	3.6
8. Dallas-Fort Worth			
KSCS(FM)	Country	11.0	10.5
KTXQ(FM)	AOR	5.9	6.4
KPLX(FM)	Country	6.2	6.0
KVIL-AM-FM	AC	7.0	5.6
WBAP(AM)	Country	6.7	5.4
KKDA-FM	Urban	4.6	5.0
KJMZ(FM)	Urban	4.3	4.3
KRLD(AM)	News/sports	4.1	4.1
KEGL(FM)	CHR	4.1	3.6
KDMX(FM)	Mix	1.7	3.5
9. Boston			
WRKO(AM)	Talk	7.3	8.3
WZOU(FM)	CHR	6.8	7.1
WBCN(FM)	AOR	5.9	5.6
WBZ(AM)	AC	5.4	5.5
WXKS-FM	CHR	5.8	5.0
WSSH-FM	Easy	5.1	4.8
WODS(FM)	Oldies	4.2	4.7
WZLX(FM)	Classic rock	3.9	4.2
WVBF(FM)	AC	3.9	4.1
WBMX(FM)	AC mix	3.4	4.0
10. Houston			
KILT-FM	Country	9.5	8.2
KIKK-FM	Country	7.0	8.1
KODA(FM)	Soft AC	5.5	5.8
KLOL(FM)	AOR	5.1	5.1
KMJQ(FM)	Urban	7.0	5.1
KHMX(FM)	Mix	5.3	4.9
KBXX(FM)	CHR	3.6	4.8
KTRH(AM)	News	4.4	4.7
KQUE(FM)	Nostalgia	3.8	4.5
KRBE-AM-FM	CHR	3.8	4.2

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis □ Sold by Great American Communications Co. to Broadcast Alchemy Ltd. for approximately $54 million, subject to definitive agreement. **Seller** is headed by George E. Castrucci, and owns nine AM's, six FM's and five TV's. **Buyer** is headed by Frank Wood, former COO of Jacor Communications Inc., and is new partnership formed with family-owned holding company Lane Industries of Northbrook, Ill., for purpose of acquiring top-30 market radio stations. *Broker: The Mahlman Co. and Jorgenson, Chapin & Co.*

WYNE(AM) Kimberly (Appleton-Oshkosh), Wis. □ Sold by Fox Valley Broadcasting Inc. to Woodward Communications Inc. for $965,000 cash at closing, of which $200,000 is for seven-year noncompete covenant. Station sold in 1988 for $934,500. **Seller** is headed by Thomas L. Bookey, and is also licensee of WROE(FM) Neenah-Menasha, Wis. Bookey has 50% interest in WTAX(AM)-WDBR(FM) Springfield, Ill. **Buyer** is headed by F.R. Woodward (51.32%) and William F. Skemp, and is also licensee of KDTH(AM)-KATF(FM) Dubuque and WHBY(AM)-WAPL-FM Appleton, both Wisconsin. WYNE is fulltimer with country format on 1150 khz with 5 kw.

KAYY(FM) Fairbanks, Alaska □ Sold by Interior Broadcasting Inc. to North Country Wireless Inc. for $600,000. Terms: $20,000 earnest money deposit, $146,200 cash at closing, of which $100,000 is for five-year noncompete covenant, and $433,800 five-year interest-bearing note. **Seller** is headed by Jay Lewis, and has no other broadcast interests. **Buyer** is headed by Thomas C. Tierney, who has interests in Cobb Communications Inc., licensee of KZXX(AM) Kenai, KLAM(AM) Cordova, KSWD(AM) Seward, KVAK(AM) Valdez and KVOK(AM)-KJJZ(FM) Kodiak, all Alaska. It holds consent to acquisition of KBCN(AM) in Fairbanks. Tierney also heads TCT Communications Inc., licensee of KENI(AM)-KBFX(FM) Anchorage. KAYY has AC format on 101.1 mhz with 25 kw and antenna 131 feet above average terrain. *Broker: American Radio Brokers.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$1,101,000** □ **4**
FM's □ **$600,000** □ **1**
AM-FM's □ **$54,880,000** □ **4**
TV's □ **$0** □ **0**
Total □ **$56,581,000** □ **9**

Year to Date:
AM's □ **$67,002,372** □ **214**
FM's □ **$174,981,958** □ **223**
AM-FM's □ **$249,764,681** □ **157**
TV's □ **$926,654,200** □ **65**
Total □ **$1,418,403,211** □ **658**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KXYL-AM-FM Brownwood, Tex. □ Sold by Central Texas Communications to SECCESS Media Inc. for $275,000. **Seller** is headed by Lynn Nabers, and has no other broadcast interests. **Buyer** is headed by Steve Everitt and has interests in KNEL(AM)-KIXV(FM) Brady, Tex. KXYL(AM) has country, news format on 1240 khz with 100 w day and 1000 w night. KXYL-FM has country format on 104.1 mhz with 78 kw and antenna 400 feet above average terrain. *Broker: Whitley Media.*

INFINITY REVISES BANK AGREEMENT

Infinity Broadcasting Corp. (six AM's, 11 FM's) has reached a new agreement with its banks that will provide the group owner with $50 million of additional borrowings for a revolving credit line, as well as funds to buy the company's 14.25% of senior subordinated discount debentures.

As part of the agreement, existing shareholders contributed approximately $30 million of equity to Infinity. Also, Infinity bought $87-million face amount of its discount debentures using some of the above-mentioned funds. As a result of the transactions, Infinity's total debt will be reduced by more than $50 million.

Chase Manhattan Bank is the agent for Infinity's senior lenders, and Chemical Bank and The Bank of Montreal are co-agents.

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FOR THE RECORD

As compiled by BROADCASTING from September 30 through October 4 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KYES(TV) Anchorage** (BALCT910919KF; ch. 5; 100 kw-V; 10 kw-A; ant. -879 ft.)—Seeks assignment of license from Fireweed Television to Fireweed Communications Corp. for $100 and assumption of debt. **Seller** is headed by William Hately, who will retain 7.5% interest in station. **Buyer** is headed by Jeremy Lansman (51%) and Carol Schatz (41.5%), husband and wife. They have interests in LPTV K61FC Denver. Lansman has interests in LPTV's K12OM Kansas City, MO; K66DW Albuquerque, NM; K07UV Shreveport, LA, and K06LV Salinas, CA. Schatz has interests in LPTV WO6BE Tampa, FL., and KO6LY and K18CS, both Anchorage. Filed Sept. 19.

■ **KAYY(FM) Fairbanks, AK** (BALH910910HL; 101.1 mhz; 25 kw; ant. 131 ft.)—Seeks assignment of license from Interior Broadcasting Inc. to North Country Wireless Inc. for $600,000. **Seller** is headed by Jay Lewis, and has no other broadcast interests. **Buyer** is headed by Thomas C. Tierney, who has interests in Cobb Communications Inc., licensee of KZXX(AM) Kenai, KLAM(AM) Cordova, KSWD(AM) Seward, KVAK(AM) Valdez and KVOK(AM)-KJJZ(FM) Kodiak, all Alaska. It holds consent to acquisition of KBCN(AM) in Fairbanks, AK. Tierney also heads TCT Communications Inc., licensee of KENI(AM)-KBFX(FM) Anchorage. Filed Sept. 10.

■ **KOOK(AM)-KBEE-FM Modesto, CA** (AM: BAL910917EF; 970 khz; 1 kw-U; FM: BALH910917EG; 103.3 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Price Broadcasting Co. to Citadel Communications Corp. for $12.5 million (see KGA(AM)-KDRK-FM Spokane, WA, below). Filed Sept. 17.

■ **KQMS(AM)-KSHA(FM) Redding, CA** (AM: BAL910917EJ; 1400 khz; 1 kw-U; FM: BALH910917EK; 104.3 mhz; 100 kw; ant. 1,560 ft.)—Seeks assignment of license from Price Broadcasting Co. to Citadel Communications Corp. for $12.5 million (see KGA(AM)-KDRK-FM Spokane, WA, below). Filed Sept. 17.

■ **KGUC-AM-FM Gunnison, CO** (AM: BAL910917EM; 1490 khz; 1 kw-U; FM: BALH910917EN; 98.3 mhz; 3 kw; ant. 304 ft.)—Seeks assignment of license from Gunnison Broadcasting Co. to Gardiner Broadcast Partners Ltd. for $105,000. **Seller** is headed by Roger W. Pepperd, and has no other broadcast interests. **Buyer** is headed by Clifton H. Gardiner (80%), and is licensee of KSMT(FM) Breckenridge, KZYR(FM) Avon, KRKE(AM) Aspen and KSNO-FM Snowmass Village, all Colorado. Filed Sept. 17.

■ **WTRI(AM) Brunswick, MD** (BAPL910917EP; 1520 khz; 500 w-D, 250 w-CH)—Seeks assignment of CP from Elektra Broadcasting Corp. to Tri-State Broadcasting Inc. for $115,000. **Seller** is headed by W. Allen Salisbury, and has no other broadcast interests. **Buyer** is headed by Sally Heidrich (40%), and has no other broadcast interests. Filed Sept. 17.

■ **WQFX-AM-FM Gulfport, MS** (AM: BAL910916HI; 1130 khz; 500 w-D; FM: BALH910916HJ; 96.7 mhz; 3 kw; ant. 245 ft.)—Seeks assignment of license from Steere Broadcasting Corp. to Urban Media Group Inc.; notes relating to indebtedness of assets of stations will be redrawn, principal to be in excess of $500,000. **Seller** is headed by David E. Steere, who is general manager of KHIT-AM-FM Sun Valley, NV. **Buyer** is headed by Albert J. Jenkins (50%), and has no other broadcast interests. Filed Sept. 16.

■ **KROW(AM)-KNEV(FM) Reno** (AM: BAL910917EH; 780 khz; 50 kw-U; FM: BALH910917EI; 95.5 mhz; 60 kw; ant. 2,270 ft.)—Seeks assignment of

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
Total Radio	**10,989**	**1,565**	**12,554**
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
■ Total TV	**1,486**	**198**	**1,684**
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
■ Total LPTV	**925**	**948**	**1,873**
FM translators	1,875	374	2,239
VHF translators	2,698	78	2,776
UHF translators	2,334	292	2,626

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1250-1

Broadcasting Oct21

Reaching over 117,000 readers every week 61st Year 1991

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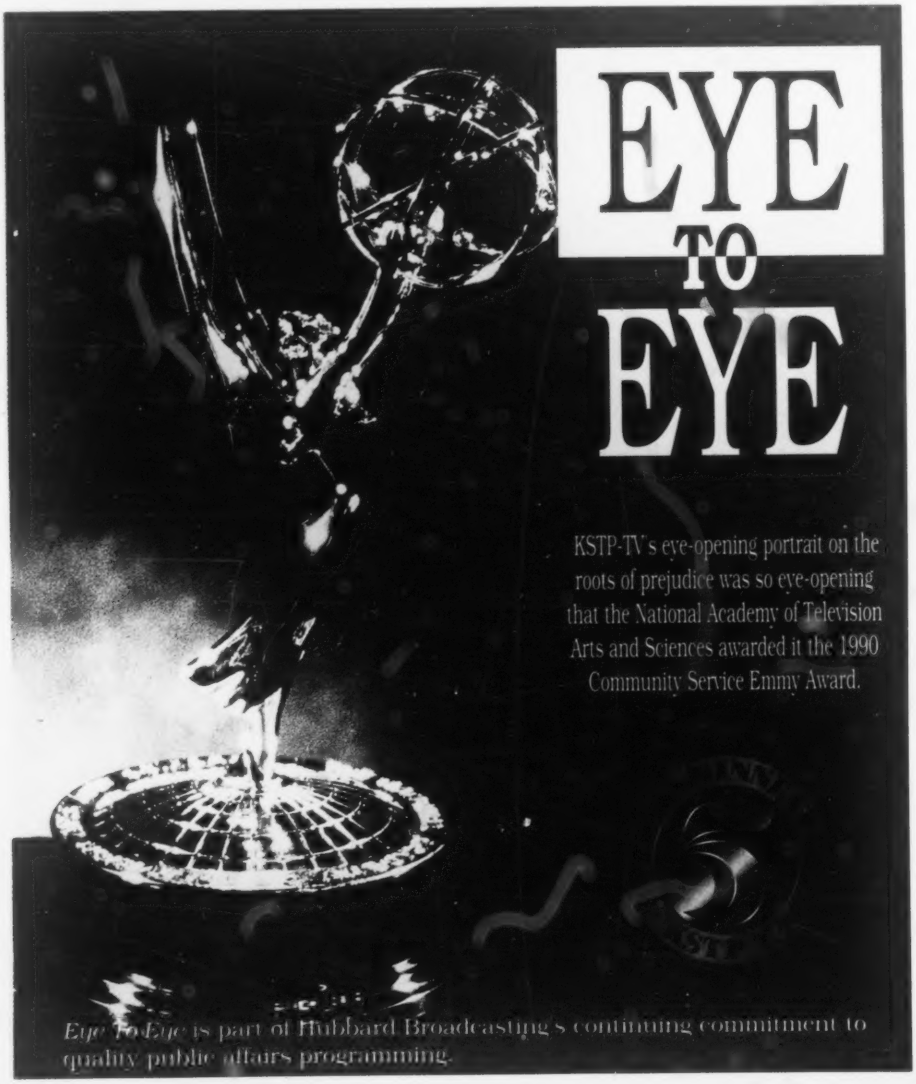

EYE TO EYE

KSTP-TV's eye-opening portrait on the roots of prejudice was so eye-opening that the National Academy of Television Arts and Sciences awarded it the 1990 Community Service Emmy Award.

Eye To Eye is part of Hubbard Broadcasting's continuing commitment to quality public affairs programming.

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Thomas hearings take TV's center stage

◇

CBS affils eye piece of Black Rock

Broadcasting Oct 21

THIS WEEK

23 / THOMAS TAKES OVER TV

Of the commercial networks, NBC News preempted the most programing—30.5 hours—for the Clarence Thomas confirmation hearings, followed by ABC at 23 and CBS, 13. PBS scored big with its 44 hours of continuing coverage: it averaged an 11.4/18 on Oct. 13, four times its usual prime time rating.

23 / AFFILIATE RELATIONS UNDER SCRUTINY AT CBS

Looking at a $100-million-plus pre-tax loss for the network in 1991, the CBS affiliate advisory board has agreed to form a special committee to take a top-to-bottom look at the network-affiliate relationship. Anticipated changes include the possibility that affiliates will acquire one or more pieces of the network and further reductions in the compensation pool.

26 / SWEEP STRATEGIES

The reopened Clarence Thomas confirmation hearings hit commercial, public and cable TV like a storm (page 23).

The networks have lined up specials, mini-series and two-parters of regular series for sweeps programing, which begins Saturday, Nov. 2. ABC's efforts include the mini-series *False Arrest*, starring Donna Mills and Robert Wagner, and a two-part *Roseanne;* CBS plans another *Classic Weekend* retrospective, this time highlighting *The Bob Newhart Show*, *M*A*S*H* and, for the second time, *The Ed Sullivan Show;* NBC has hurricane-instigated cast intermingling on *Golden Girls*, *Empty Nest* and *Nurses*, and Fox will air two-part episodes of *Roc* and *Married...with Children*.

27 / SHAKE-UP IN BRITISH TV

Four incumbent independent television companies—Thames, TVS, TSW and TV-am—lost their franchises in a first-time-ever auction for British TV licenses. Decisions were based on highest cash bids made by applicants who passed a "quality threshold" of program and business viability; eight awards went to under-bidders when their high-bidding competitors failed to cross the threshold.

CBS and affiliates review 'partnership' in light of network's impending $100 million loss. Options include affiliates taking an equity piece of the network (page 23).

27 / WORLDWIDE NETWORK BY FOX

News Corp.'s Fox unit floated plans at MIPCOM last week for an international programing network of Fox-produced mini-series, movies and other big-event shows. Programing would be broadcast simultaneously, and Fox would receive 50% of the commercial availabilities.

29 / INOUYE OPEN TO AUCTIONS

Sen. Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, said he is willing to consider legislation approving spectrum auctions. The Senate has delayed voting on a plan to transfer 200 mhz of government-controlled spectrum to the private sector so that it can study the feasibility of using auctions in place of lotteries.

29 / NAB OPPOSES CROSSOWNERSHIP

In a rare taking of sides in a disagreement among its members, NAB has joined network affiliates and independent broadcasters in their opposition to repeal of the FCC's broadcast-cable crossownership ban. The comment period has been extended to Nov. 21.

31 / PRIME TIME SHUFFLE

CBS has announced adjustments in its new season schedule in an effort to boost its Friday night showing, NBC has tinkered with Friday and Sunday, Fox has juggled Friday and Saturday shows and ABC may soon follow suit to shore up Wednesday. Trips to the shelf are underway as well: NBC has revived *Matlock* and plans to bring out *Hot Country Nights*, *Get a Life* gets a new one on Fox and CBS may soon unveil the animated *Fish Police*.

32 / NBC MAY DROP KIDS' FARE

NBC, third in the Saturday morning ratings and, like the other networks, facing affiliate defections in that daypart, is seriously considering getting out of Saturday cartoons next season, sources at the network say. For the first three weeks of the 1991-92 season, NBC's slate has dropped 25% from a year ago among children 2-11 to an average 3.8 rating; close-at-the-heels Fox Children's Network is up 24% in the same period, with a 3.6.

'Memories of M*A*S*H' recalled for November sweeps (page 26).

34 / QUICK CANCELS

Dick Robertson, president of Warner Bros. Domestic TV Distribution, said broadcasters have a ''quick-trigger mentality'' when it comes to judging the prospects of first-run syndicated programing. The high cost of producing shows that stations pull or move after several weeks, he said, is forcing the syndicator to ''re-evaluate the way we do business.''

34 / CBS LEADS IN KEY DAYTIME DEMOS

Led by *Guiding Light*, CBS is turning its lead in the daytime ratings household race into a win among women 18-49 and 25-54. ABC's long-running *General Hospital*, the perennial time-period leader, has dropped to second behind *Light* and the third half-hour of ABC's new *The Home Show* is off to a slow start.

38 / FEDS MAY EASE HLT GUIDELINES

The Treasury Department appears likely to issue a response, and perhaps a decision, regarding petitions by broadcasters that the government eliminate or revise its definition of highly leveraged transactions. Easing up on the restrictions would make it easier for financial institutions to justify to shareholders their broadcasting loans, most of which fall under the HLT umbrella.

40 / GOOD OUTLOOK FOR RADIO AD REVENUE

The Veronis, Suhler & Associates 1991 ''Communications Industry Report'' calls radio a ''relatively inexpensive medium with high impact,'' and predicts that, despite current weaknesses in local markets, spending in radio by advertisers will reach $12.08 billion by 1995.

42 / CABLE LOOKING BEYOND '92

Once considered recession-proof, the hurt-by-hard-times cable industry sees 1992 as the year to turn things around. Operators are hopeful that adherence to stricter customer service standards, better promotion and enticing hook-up offers (like instant installs) will help the industry crack perennial-holdout households. Premium channels will get a boost, operators say, if they can negotiate earlier windows for their theatrical releases. The bright spot continues to be pay per view: while still providing only a fraction of premium's revenue, it's trending up strongly.

45 / CLUTTER COMES TO CABLE

Once the exclusive bane of the broadcast networks, advertising clutter has come to cable in a big way. A forthcoming study by two advertising groups will show that prime time clutter on cable networks exceeds that of their over-the-air counterparts. In totals that did not count local ads, CNN topped the list at 12:25 minutes per hour; the Family Channel was second with 11:45.

49 / MORE EROSION SEEN FOR AFFILIATES

The Veronis, Suhler & Associates communications report sees independent TV stations holding their own in viewership over the next five years but continued, although slowing, viewer erosion for network affiliates. The slowdown in local retail advertising will limit overall ad growth through 1992, the report said, but substantial growth is anticipated in 1993-95.

50 / CABLE BILL INTRODUCED IN HOUSE

A companion piece to Senate cable-regulation bill S. 12 was introduced last week in the House by Ohio Democrat Dennis Eckart and others. The bill's major intent is to return to local governments much of the regulatory jurisdiction over cable taken away by the 1984 Cable Act.

53 / BUSY MIPCOM

As the MIPCOM gathering came to a close last week in Cannes, the talk of the departing participants was the need to expand the annual international program distribution showcase beyond its current five days. Business was active—and spilled onto the sidewalks when the convention center closed—despite a slowdown in the growth of new TV outlets. Some buyers said prices were roughly flat, however. The top programing draw: action shows.

58 / BBC ADDS ASIA

The BBC has raised a challenge to CNN's hold on the global news marketplace by launching BBC World Service Television in 38 Asian countries that are home to over half the world's population.

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RATINGS ROUNDUP

Day	Network	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Oct 7	ABC 15.4/24			64. MacGyver [9.0/15] 8.4/14	9.7/16	9. NFL Monday Night Football—Buffalo Bills vs. Kansas City Chiefs [17.7/30] 16.8/26	19.5/29	19.9/30	17.9/29
	CBS 17.9/28			10. Evening Shade [17.4/28]	7. Major Dad [18.4/28]	2. Murphy Brown [20.1/30]	5. Designg Wmn [18.7/28]	13. Northern Exposure [16.4/27] 16.7/26	16.1/27
	NBC 14.6/23			29. Fresh Prince [13.6/22]	39. Blossom [12.5/19]	17. NBC Monday Night Movies—I'll Fly Away [15.4/24] 15.0/22	15.5/23	15.8/25	15.2/26
Tuesday Oct 8	ABC 16.7/27			11. Full House [17.0/27]	8. Home Improvement [18.0/28]	1. Roseanne [21.4/32]	6. Coach [18.6/29]	37. Homefront [12.7/22] 13.3/22	12.1/22
	CBS 11.8/19			44. Rescue 911 [11.6/19]	44. CBS American League Championship Game 1—Toronto at Minnesota [11.6/20] 11.1/18	12.2/19	11.6/18	12.2/20	12.1/21
	NBC 14.4/23			31. I'll Fly Away* [13.4/21] 12.0/19	14.7/23	23. Heat of the Night [14.8/22] 14.3/22	15.2/23	21. Law and Order [15.0/26] 15.2/25	14.7/27
Wednesday Oct 9	ABC 12.1/20			41. Dinosaurs [12.4/21]	20. Wonder Years [15.2/24]	17. Doogie Hwsr [15.4/24]	48. Sibs [10.6/17]	50. Anything But Love [10.5/18]	69. Good & Evil [8.3/15]
	CBS 13.7/23			59. Royal Family [9.6/16]	28. CBS National League Championship Game 1—Atlanta at Pittsburgh [14.0/24] 12.1/20	14.7/24	15.8/26	15.4/26	14.8/26
	NBC 13.2/22			14. Unsolved Mysteries [16.0/26] 15.1/25	16.8/27	35. Night Court [12.9/20]	42. Seinfeld [12.3/20]	47. Quantum Leap [10.9/19] 10.5/18	11.3/21
Thursday Oct 10	ABC 9.6/15			60. Pros and Cons [9.2/15] 8.4/14	10.1/16	60. FBI: Untold Stories [9.2/14]	57. American Detective [9.7/15]	55. Primetime Live [10.0/17] 10.3/17	9.6/17
	CBS 13.6/22			52. Top Cops [10.1/17]	25. CBS National League Championship Game 2—Atlanta at Pittsburgh [14.5/24] 12.5/21	14.3/23	14.7/23	14.6/23	15.1/25
	NBC 17.5/26			17. Cosby [15.4/25]	12. A Different World [16.5/26]	3. Cheers [19.5/29]	15. Wings [15.9/24]	4. L.A. Law* [18.9/32] 19.1/31	18.7/32
	FOX 10.9/17			31. Simpsons [13.4/22]	60. Drexell's Class [9.2/15]	51. Beverly Hills 90210 [10.4/16] 10.0/15	10.7/16		
Friday Oct 11	ABC 13.0/23			29. Family Matters [13.6/25]	27. Step By Step [14.2/25]	39. Thomas Confirmation Hearings [12.5/22] 12.1/22	12.6/22	13.7/23	11.7/21
	CBS 8.7/16			81. Princesses [5.6/11]	52. CBS American League Championship Game 3—Minnesota at Toronto [10.1/19] 8.4/16	9.2/16	8.8/15	9.4/16	11.0/20
	NBC 10.1/18			52. NBC News—Thomas Confirmation Hearings [10.1/18] 7.7/15	7.8/15	10.6/19	11.6/20	12.4/21	10.4/19
	FOX 5.9/10			77. America's Most Wanted [7.0/13] 6.6/12	7.4/13	84. Ultimate Challenge [4.7/8] 4.7/8	4.8/8		
Saturday Oct 12	ABC 8.3/16			71. Who's the Boss? [8.0/15]	66. Growing Pains [8.6/16]	74. Young Riders [7.5/14] 6.9/13	8.0/15	60. The Commish [9.2/18] 9.1/17	9.4/19
	CBS 8.7/16			81. Pre Game Show [5.6/11]	64. CBS American League Championship Game 4—Minnesota at Toronto [9.0/17] 8.1/16	9.5/17	10.2/19	9.6/18	9.0/17
	NBC 12.0/23			33. Golden Girls [13.2/25]	56. Torkelsons [9.9/18]	24. Empty Nest [14.6/26]	34. Nurses [13.1/24]	48. Sisters [10.6/21] 10.7/20	10.5/21
	FOX 5.9/11			75. Cops [7.1/13]	72. Cops 2 [7.9/14]	83. Totally Hidden Video [5.1/9]	86. Parker Lewis [3.6/7]		
Sunday Oct 13	ABC 12.6/20	57. Life Goes On [9.7/16] 8.8/15	10.7/17	22. Am. Fun. H. Videos [14.9/23]	25. Am. Funniest People [14.5/22]	35. ABC Sunday Night Movie—Captive [12.9/20] 11.8/17	12.8/19	14.0/22	13.2/22
	CBS 11.7/18	64. CBS Am Lg Chmp [9.0/17] 11.6/21	11.6/20	69. Pre Game Show [8.3/13]	37. CBS National League Championship Game 4—Pittsburgh at Atlanta [12.7/21] 11.2/17	12.3/18	13.2/20	13.0/20	12.4/19
	NBC 11.5/18	75. NBC News: Thomas [7.1/12] 6.5/11	7.2/12	78. Man of the People [6.5/10]	73. Pacific Station [7.8/12]	16. NBC Sunday Night Movie—A Woman Named Jackie [15.5/23] 14.6/21	16.2/24	15.7/24	15.4/25
	FOX 7.6/12	80. True Colors [5.7/10]	79. Parker Lws [6.2/10]	46. In Living Color [11.0/17]	67. Roc [8.5/13]	43. Married/Chdn [12.1/17]	67. Herman's Head [8.5/13]	85. Sunday Comics [4.5/7] 4.9/8	4.2/7

WEEKLY PRIME TIME AVERAGE	ABC 12.5/21	CBS 12.3/20	NBC 13.4/22	FOX 7.6/12
SEASON PRIME TIME AVERAGE	ABC 11.9/20	CBS 13.4/22	NBC 12.5/21	FOX 7.9/13

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE   RANKING/SHOW [PROGRAM RATING/SHARE]   HALF-HOUR RATING/SHARE   SOURCE: A.C. NIELSEN

served. "Turnaround will be slow, and because of the recession and other factors, the banks aren't going to turn on a dime and change things. But revising the HLT guidelines will give good banks and good borrowers the opportunity to shed another impediment which otherwise constrained them even more," Maltz said.

Maltz noted that the Federal Reserve and the Bush Administration have always held that the U.S. economy must be market-driven, and "that the marketplace will dictate the future economic welfare of the U.S." But the HLT guidelines constitute "a black-and-white case of the government interfering, and by creating this [HLT] definition they have interdicted, distorted and aborted the normal flow of the marketplace between lender and borrower. The agencies say this was only an internal guideline, one that was never meant to be a regulation, and examiners were told not to force banks to dispose of these loans. But in the real world, when a regulator raises an eyebrow it turns into a nightstick." —REB

RAB PRICE BREAK

The Radio Advertising Bureau has cut the registration fee for the 1992 Managing Sales Conference to $365 from last year's $495, a 27% cut. The action, one of the first taken by the new RAB President, Gary Fries, is meant to recognize the current economic environment and ease the strain on radio operators. In addition to the reduced registration fee, the RAB will once again offer Managing Sales Conference registrants a 45% discount off the price of coach airfare to Nashville on both Delta and American Airlines. "Making the Most of the Economic Recovery" is the theme for the 1992 show, which will feature the usual sales training sessions as well as topics such as: "How to Keep Your Job in 1992"; "How Are LMA's Affecting Radio's Future," and "Database Marketing." The idea around which the Conference has evolved, the RAB told BROADCASTING, is: "We cannot change unless we survive, and we cannot survive unless we change." The 1992 Managing Sales Conference will take place at the Opryland Hotel, Nashville, Jan. 30-Feb. 2, 1992.

RADIO AD REVENUE TO HIT $12 BILLION BY 1995

Radio will fare better than other advertising media in the current economic recession, according to Veronis, Suhler & Associates' 1991 "Communications Industry Report." The media brokerage and investment firm last week released its ninth annual edition of its five-year historical report of 274 public companies.

The study categorizes radio as a "relatively inexpensive medium with high impact." Although weaknesses in local markets may curtail near-term growth, the study forecasts that spending in radio by advertisers will reach $12.08 billion by 1995.

The Veronis, Suhler study looked at the impact of advertising spending on both radio stations and radio networks. Over the 1990-95 period, the study forecasts that radio station advertising will rise 6.7% annually compared with 6.2% between 1985 and 1990. The unusual counter-Olympic year advertising cycle, according to the report, is expected to limit spending on radio networks in 1992 and 1994. The result will contribute to a decrease in growth in 1990-95 to 5.6% from the 6.3% rise in 1985-90, when there was only one Olympic year.

The decline in AM station listening over the last five years reduced the overall audience for radio. But a leveling off of that decline as the listening levels settle on a core of listeners interested in news, talk and sports will stabilize the audience. That stabilization, combined with an improved local advertising environment in 1993-95, will propel radio station advertising growth.

Total radio advertising is expected to increase at a compound annual growth rate of 6.6%, broken down per year as follows: $9.115 billion in 1991; $9.71 billion in 1992; $10.51 billion in 1993; $11.33 billion in 1994, and $12.08 billion in 1995.

The report does not break out television and radio station revenues of publicly reporting broadcasters. But revenues of that group totaled $6.2 billion in 1990, 4.7% more than in 1989, the slowest growth rate of any of the last five years.

The three largest radio and television station owners (excluding the television network companies) are Westinghouse, Tribune and Gannett. Together, these three generated 1990 revenues of $1.9 billion, accounting for 29.5% of the gross subsegment total. Westinghouse revenues surged 1.6% in 1990, boosted by the acquisition of eight radio stations from Legacy/Metropolitan (BROADCASTING, Dec. 11 1989). Revenues of the Tribune Co. rose 6.8%, while Gannett declined 2.9%. —LC

Growth Forecast of Radio Spending (Percent)

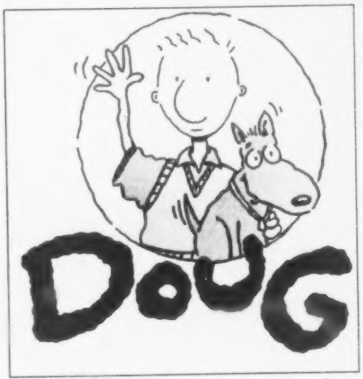
1991	1992	1993	1994	1995	CAGR*
4.0	6.5	8.2	7.8	6.6	6.6

*Compound annual growth rate

Gross Expenditures, 1985-1995

Segment	1985($Mil)	1985-90 Compound Annual Growth (%)	1990($Mil)	1990-95 Compound Annual Growth (%)	1995($Mil)
Radio networks	365	6.3	495	5.6	650
Radio stations	6,125	6.2	8,270	6.7	11,430
Total radio	6,490	6.2	8,765	6.6	12,080

Source: Veronis, Suhler & Associates; Wikofsky Gruen Associates



Nickelodeon's new animated 'Doug'

vious markets. "For us, the market is becoming less and less acquisition driven," said Charles Gingold, senior vice president, programing. One series it had on the table, *World of Valor,* which deals with special armed forces units in countries throughout the world, had a lot of appeal at MIPCOM, he said. "It's of an international scope, and not a lot of talking heads. We maintained as much voice-over as possible so it can be easily repackaged in different languages." Discovery also was selling *Submarines: In the Company of Whales, Celebration of Trees, J.P. Donleavy's Ireland* and *People of the Forest: Chimps of Gombe.*

■ MTV was at Cannes offering several shows includuing the new soap verite, *The Real World,* and its *MTV Unplugged* music series and specials. Selling music programing is not easy, said senior vice president, MTV programing, Doug Herzog, because "there are only a handful of true superstars in the world." Herzog, who was attending his first MIPCOM, also said the network was looking for co-production and/or funding help with some "big-ticket item" programing the network plans to introduce soon. This year also marked VH-1's first official attendance at MIPCOM.

■ USA Network signed two co-production deals. One with Italy's Qinta, in association with Winkler/Daniels Productions, breaks with USA's tradition of suspense and thriller movies. It is the true story of Carol Stevens, an American woman who uncovered the horrors affecting Romanian babies when she went there to adopt one. USA also signed a deal with British Lion to co-produce a murder mystery movie. Both are set to air in 1992. —SDM,GF

WINDY CITY NEWS

Tribune's ChicagoLand Television has signed an agreement with Continental Cablevision to carry the 24-hour local news service when it launches in mid-1992. Continental, the first MSO to sign with ChicagoLand, serves more than 200,000 subscribers in Chicago suburbs. ChicagoLand will offer original news programing as well as live and delayed Cubs games and newscast repeats from Tribune's WGN-TV. Another Chicago local news channel is being created by TCI and Fox Broadcasting and is also slated to launch next year. The two groups have reportedly held merger talks over the past several months.

THIRD-QUARTER CABLE SERVICE RATINGS: 1991 VS. 1990

The combined prime time third-quarter rating for the 14 largest basic cable networks was a 16.6, down slightly from a cumulative 16.7 rating for the same period last year. The drop came mostly from CNN, which plunged from a 1.4 rating in third-quarter 1990 to a 0.9 in the same period this year. CNN's 1990 ratings had been boosted by Iraq's invasion of Kuwait that August.

Boosted by its coverage of the U.S. Open in September, USA Network was the highest-rated basic cable network for this year's third quarter, although it was down 0.1 rating point from third-quarter 1990.

WTBS(TV) Atlanta was up from a 2.0 to a 2.2, helped by the Atlanta Braves' strong showing this season. TNT was also up, boosted by the performance of its original movies, whose average rating nearly doubled from a 2.4 last year to a 4.4 this year. Nick at Nite, TNN, Discovery and A&E also showed slight growth.

ESPN, which once again did not get the ratings it had hoped for from baseball, was down 0.1 rating point from third-quarter 1990. Family Channel and Headline News were also down slightly. Ratings for Lifetime, MTV and VH-1 were all flat.

	Prime Time				*Full Day*			
Network	*3Q 1991 Rating*	*HH*	*3Q 1990 Rating*	*HH*	*3Q 1991 Rating*	*HH*	*3Q 1990 Rating*	*HH*
USA	2.3	1,314,000	2.4	1,279,000	1.2	705,000	1.2	639,000
ESPN	2.2	1,270,000	2.3	1,309,000	0.9	510,000	0.9	512,000
WTBS	2.2	1,246,000	2.0	1,116,000	1.3	776,000	1.4	787,000
TNT	1.9	1,030,000	1.7	824,000	0.9	514,000	0.9	446,000
Lifetime	1.2	648,000	1.2	614,000	0.6	320,000	0.6	300,000
Nick at Nite	1.1	608,000	0.9	476,000	0.7	387,000	0.5	265,000
TNN	1.1	607,000	1.0	550,000	0.5	292,000	0.5	274,000
CNN	0.9	531,000	1.4	766,000	0.6	331,000	0.8	460,000
Discovery	0.9	508,000	0.8	429,000	0.5	273,000	0.5	232,000
A&E	0.8	433,000	0.7	341,000	0.4	227,000	0.4	168,000
MTV	0.7	382,000	0.7	387,000	0.5	273,000	0.6	314,000
Family	0.7	379,000	0.9	456,000	0.5	275,000	0.7	361,000
HL News	0.3	155,000	0.4	195,000	0.3	150,000	0.4	176,000
VH-1	0.3	128,000	0.3	116,000	0.2	85,000	0.2	78,000
Nickelodeon	—	—	1.2	664,000	1.1	582,000	—	—

Notes: Figures are network estimates. All data supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not the entire television universe. USA's prime time is 7-11 p.m.; Family's is 8-10 p.m.; Discovery and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

work "a little bit harder" to maintain that level.

Although most unwired networks focus their efforts on independent stations, Group W's Premiere Announcement Network has concentrated on early and late newscasts on top-50 market affiliates. According to Edward Goldman, president, Group W Television Sales, Premiere doubled its billings from 1990 to 1991 and already has orders for 1992. "Low cost-per-thousands hurt our efforts, but we are still happy with what we did," said Goldman.

Not all rep firms are enjoying growth. Katz Communications said unwired sales are below its projections, although "given the economy, we are pleased that they are as high as they are," a spokesperson said.

Besides the problems that unwireds face from a soft advertising market, there are still concerns from media buyers over station clearances, clutter and confirmation. One media buyer said she had bought spots for one demographic target and saw them in programing that had no relation to the client's demos. "I asked for affidavits, and I am not so sure I believe the affidavits I have gotten," the buyer said. Several media buyers also complained of the unwired networks' tendency to badmouth one another.

Despite the tough times some unwireds are facing, no one appears ready to throw in the towel. Said ITN's Kammerer: "We [unwireds] are so small in the industry that there are umpteen ways for us to find business. Our upside is enormous; the networks have no upside—they are the upside. We have the ability to grow." That ability should be tested over the next few years. **—JF**

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$1,237,000** □ **10**
FM's □ **$760,750** □ **10**
AM-FM's □ **$4,002,893** □ **9**
TV's □ **$200,000** □ **2**
Total □ **$6,200,643** □ **9**

Year to Date:
AM's □ **$68,239,372** □ **224**
FM's □ **$175,742,708** □ **233**
AM-FM's □ **$253,767,574** □ **166**
TV's □ **$926,854,200** □ **67**
Total □ **$1,424,603,854** □ **690**

For 1990 total see Jan. 7, 1991 BROADCASTING.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WJYZ(AM)-WJIZ(FM) **Albany, Ga.** □ Sold by Silver Star Communications-Albany Inc. to Keys Communications Group Inc. for $2.54 million in debt assumption and issuance of preferred stock. **Seller** is headed by John Robert E. Lee, and has interests in WTMJ(AM)-WFAV(FM) Cordele, Ga., and WVVO(AM)-WDXZ(FM) Charleston, S.C. **Buyer** is headed by Brady Keys, and has no other broadcast interests. WJYZ has solid gold format on 960 khz with 5 kw day. WJIZ is on 96.3 mhz with 100 kw and antenna 469 feet above average terrain.

WMGL(FM) **Ravenel, S.C.** □ CP sold by MillCom Inc. to Ravenel Broadcasting Inc. for $600,000 cash, including $200,000 for one-year noncompete covenant. **Seller** is headed by Don A. Monteith, and has no other broadcast interests. **Buyer** is headed by B.H. Bridges Jr. and Jimmy I. Gibbs (100%) and has no other broadcast interests. WMGL has jazz/new AC format on 101.7 mhz with 1.32 kw and antenna 482 feet above average terrain.

WMJK(AM) **Kissimmee, Fla.** □ Sold by and between principals of licensee Kissimmee Broadcasting Corp. for $500,000 on terms. **Seller** is Augustine M. Cawley, who has no other broadcast interests. **Buyers** are Richard Namey (50.1%) and Daniel J. Schutz (49.1%) and have no other broadcast interests. WMJK has oldies format on 1220 khz with 1 kw day.

WMYM(AM)-WWMH(FM) **Minocqua, Wis.** □ Sold by Lakeland Broadcasting Inc. to Raven Broadcasting Corp. for $400,000. Terms: $260,000 cash at closing, $40,000 earnest money deposit and $100,000 10-year note at 10%. **Seller** is headed by C. James Lange, and has no other broadcast interests. **Buyer** is headed by David Ewaskowitz (37.1%), and has no other broadcast interests. WMYM has nostalgia format on 1570 khz with 5 kw day. WWMH has AC format on 95.9 mhz with 3 kw and antenna 178 feet above average terrain.

For other proposed and approved sales see "For the Record," page 59.

JAY ZUCKER
has acquired
KPOL-TV
Tucson, Arizona
from
L.P. VON EBERSTEIN, TRUSTEE
The undersigned acted as broker in this transaction
and assisted in the negotiations
Kalil & Co., Inc.
3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

■ **St. Marys, KS** (BPH910912MI)—James D. Keck seeks 102.9 mhz; 150 kw; ant. 150 m. Address: 2301 Sumner St., Lincoln, NE 68502. Applicant has no other broadcast interests. Filed Sept. 12.

■ ***St. Marys, KS** (BPED910912MF)—Kansas Nebraska Christian Bcg. Inc. seeks 102.9 mhz; 35.5 kw; ant. 181 ft. Address: 1018 N. Jackson Unit 3, Hutchinson, KS 67501. Applicant is headed by Thomas J. Russell (20%), and has no other broadcast interests. Filed Sept. 12.

■ ***St. Marys, KS** (BPH0 (BPH910912MC)—Sunrise Broadcasting Corp. seeks 102.7 mhz; 50 kw; ant. 150 m. Address: P.O. Box 2307, Newburgh, NY 12550. Applicant is headed by Joerg G. Klebe, and is licensee of KNCY-AM-FM Nebraska City and KBWH(FM) Blair, both Nebraska, and is parent of licensee of WFSF(AM)-WQLS(FM) Ozark, AL. Filed Sept. 12.

■ ***Bronson, MI** (BPED910916MA)—Michiana Christian Broadcasters Inc. seeks 94.7 mhz; 6 kw; ant. 390 m. Address: 1573 West Chicago Rd., Coldwater, MI 49036. Applicant is headed by Wayne S. Reese (14.3%), and has no other broadcast interests. Filed Sept. 16.

■ ***Great Falls, MT** (BPED910919ME)—Lou Smith Ministries Inc. seeks 91.9 mhz; 6 kw; ant. 100 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Applicant is headed equally by Mary L. Smith, John W. Smith and David B. Smith. Mary Smith and John Smith have 25% interest in licensee for LPTV W05BE at Jeffersonville, IN, and hold CP's W26AS Clarksville and W08CT New Albany, both Indiana, and W20AX Glasgow, KY. Mary Smith also owns 100% permittee of WLVZ(AM) Athens, OH; WRRD(AM) Blennerhassett, WV, and WMSP(AM) Elk Hills, WI. Filed Sept. 19.

■ **Kalispell, MT** (BPH910926MB)—Tom Seabase seeks 106.3 mhz; 1.9 kw; ant. 126 m. Address: P.O. Box 1407, Polson, MT 59860. Applicant has no other broadcast interests. Filed Sept. 26.

■ **Kalispell, MT** (BPH910925MD)—Skyline Broadcasters Inc. seeks 106.3 mhz; 1.94 kw; ant. 174 m. Address: P.O. Box 169, Kalispell, MT 59903. Applicant is headed by M.A. Himsl (33.33%), and is licensee of KGEZ(AM) Kalispell, MT. Filed Sept. 25.

■ ***Chester, NE** (BPED910923MB)—Kansas Nebraska Christian Bcg. Inc. seeks 89.9 mhz; 50 kw; ant. 150 m. Address: 1018 N. Jackson Unit 3, Hutchinson, KS 67501. Applicant is headed by Thomas J. Russell (20%), and has no other broadcast interests. Filed Sept. 23.

■ **Hague, NY** (BPH910924MB)—Family Broadcasting Inc. seeks 93.7 mhz; 4.8 kw; ant. 112 m. Address: P.O. Box 150, Waterbury, VT 05676. Applicant is headed by Alexander D. Ewing (51%), and is licensee of WGLY-FM Waterbury, VT. It is also permittee of CP for WGLV-FM Hartford, VT, and LPTV CP for W39AS at Burlington, VT. Filed Sept. 24.

■ ***Del City, OK** (BPED910920MC)—Everlasting Gospel Lighthouse Inc. seeks 91.7 mhz; .15 kw; ant. 44 m. Address: 5800 South Sunnylane, Oklahoma City, OK 73115. Applicant is headed by John L. Harrell, and has no other broadcast interests. Filed Sept. 20.

■ **Cottage Grove, OR** (BPH910923ME)—Signal Communications Inc. seeks 105.5 mhz; 1.86 kw; ant. 177.1 m. Address: 6525 N. Borthwick St., Portland, OR 97217. Applicant is headed by Jerry Lewis Foster (100%), and has no other broadcast interests. Filed Sept. 23.

■ **Chesterfield, SC** (BPH910923MD)—D.D.&D Broadcasters of Chesterfield seeks 107.3 mhz; 3 kw; ant. 100 m. Address: P.O. Box 125, Chesterfield, SC 29709. Applicant is headed by Albert W. De Hope III (50%); he holds 100% ownership of WCRE(AM) Cheraw, SC. Filed Sept. 23.

ACTIONS

■ **Authorized** Hughes Communications Galaxy Inc. to modify Westar IV, Westar V and Galaxy VI domestic authorizations to permit use of satellites for program distribution between Caribbean locations. (By MO.O&A [DA 91-1112] adopted August 26 by Common Carrier Bureau.)

■ **Authorized** Eastern Microwave Inc. to provide TV service between U.S. and Canada. (By O.A&C [DA 91-1170] adopted September 16 by Chief, International Facilities Division, Common Carrier Bureau.)

■ **Codified** rules it has been applying on case-by-case basis to eliminate electromagnetic interference among full-service TV's operating on channels 14 and 69 and stations in land mobile radio service operating on adjacent frequencies. (MM docket 87-465 by R&O [FCC 91-241] adopted July 30 by Commission.)

■ **Conditionally granted** application of Alpha Lyracom, d/b/a Pan American Satellite, to construct, launch and operate hybrid international communications satellite (PAS-4) to expand its international service to Pacific Ocean Region. (By MOO&A [FCC 91-2651] adopted August 15 by Commission.)

■ **Declined** to adopt proposal by Society of Broadcast Engineers to require broadcast auxiliary and cable relay microwave stations located within Metropolitan Statistical Areas, to employ high-performance Category antenna systems that are more effective at reducing interference. (MM docket 90-500, Report DC-1950, September 23 by R&O [FCC 91-293].)

■ **Denied** petition for special relief filed by Major League Baseball requesting clarification or, alternatively, waiver of Commission's network program nonduplication rules. Specifically, Baseball sought determination that term "network program" included all live broadcasts of same sports events. (Report MM-574, Mass Media Action, September 16 by MO&O [FCC 91-287].)

■ **Further amended** its rules to facilitate development of wireless cable service by conforming rules applicable to three microwave radio services used in provision of wireless cable. (Gen. docket 90-54, Report DC-1956, September 26 by Second Report and Order [FCC 91-302].)

■ **Granted** request of National Broadcasting Co. for declaratory ruling that "Later with Bob Costas" is bona fide news interview program exempt from equal opportunities provision of Section 315(a) of Communications Act. (By Staff Ruling [DA 91-1094] adopted August 27 by Chief, Fairness Political Programming Branch, Mass Media Bureau.)

■ **Notified** TCI Cablevision of Maryland Inc. that it has incurred an apparent liability for forfeiture of $36,250 for excessive cable signal leakage at its system serving Elkton, North East and Charlestown, MD. (Report MM-573, September 17 by Letter [FCC 91-291].)

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
Total Radio	**10,989**	**1,565**	**12,554**
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
■ Total TV	**1,486**	**198**	**1,684**
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
■ Total LPTV	**925**	**948**	**1,873**
FM translators	1,875	374	2,239
VHF translators	2,698	78	2,776
UHF translators	2,334	292	2,626

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Oct 28

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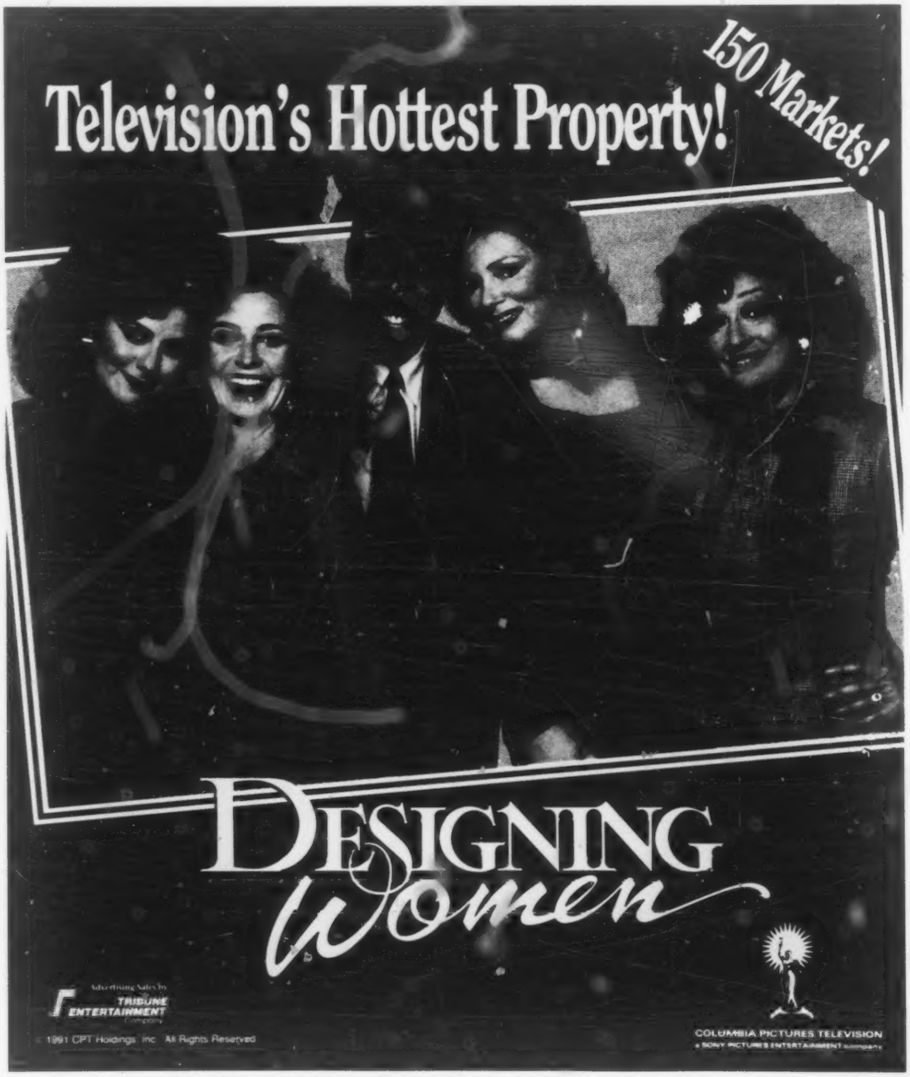
TELEVISION / 44
Some network series get back-end orders; gamedy, talk for Tribune

RADIO / 53
New RAB president promises national marketing for radio

CABLE / 56
Sports news channel on the horizon; small events big help for PPV

WASHINGTON / 59
NTIA study says allowing telcos into cable would boost U.S. competitiveness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Vol. 121 No. 18 $2.95

SPECIAL REPORT
TV digitization: In and beyond the studio

THIS WEEK

23 / GREAT SERIES, BIG LOSS

High ratings and a hotly contested match-up for the World Series could not stem another annual loss on CBS's $1.06-billion contract with Major League Baseball. The network is expected to show a $20-million pretax loss above the reserves already set aside for the season and above the $190-million reserve set for the final three years. The network probably broke even or made money on the series but lost on the playoffs. Ratings were down for the regular season.

25 / SUPER BOWL PRICES FLAT

A 30-second commercial spot during CBS's Super Bowl coverage is currently going for about $800,000, the same as last year, but as one advertising executive said, "In this environment flat is very good. What else is flat?" Ratings and unit prices are down for regular season games on both NBC and CBS, while ABC's *Monday Night Football* has improved over last year.

26 / FCC PUSHES VIDEO DIAL TONE

The FCC last week proposed establishing a regulatory framework for the so-called video dial tone in which telcos could build broadband networks capable of delivering video services for unaffiliated programers as well as electronic information services and conventional telephone services. Under the set-up, consumers could order TV programs and networks over their local phone system.

27 / PUSH ON HDTV

FCC Chairman Alfred Sikes last week told broadcasters urging delays in HDTV implementation that UHF spectrum for HDTV could not be held indefinitely. Some broadcasters, worried about the millions of dollars they will need to invest in HDTV transmission and production equipment over the next 10 to 15 years, have called for a two-step approach to HDTV through enhanced-definition television systems broadcast on NTSC channels.

28 / FCC'S ABILITY TO MONITOR RBOC'S QUESTIONED

Telecommunications Subcommittee Chairman Rep. Edward Markey (D-Mass.) and other members of the committee expressed doubt last week about the FCC's ability to monitor potential anticompetitive practices by the regional Bell operating companies in the information-services business. FCC Chairman Alfred Sikes responded that the commission staff, together with state and city regulatory agencies, will be enough to watch the Bell companies.

30 / SKYPIX ORDERS CONSUMER RECEIVERS

SkyPix last week placed a $46.5-million order with Compression Labs Inc. to build an unspecified number of consumer receivers for its planned 80-channel PPV movie service. On the same day, the company announced formation of SkyPix Joint Venture LP, with investment partners said to include Paul Allen, cofounder of computer giant Microsoft. Sources said tens of millions of dollars of cash exchanged hands—"a very significant amount of money," said SkyPix President Brian McCauley, "enough to do all that we need to do."

Stellar World Series couldn't stem CBS's losses on baseball (page 23).

44 / THE BACK NINE

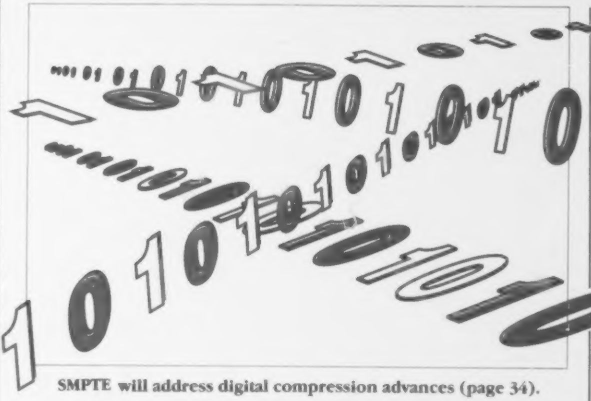
The networks started alerting producers two weeks ago to which shows will get orders for additional programs. NBC ordered two additional episodes of the low-rated *The Adventures of Mark & Brian*; ABC's *Home Improvement*, the season's highest-rated new show, received an order for nine; Fox has signed on for more episodes of *Roc*, and CBS has asked for nine more episodes of *Northern Exposure*.

44 / OPTIMISM IN SYNDICATION

Early station pick-ups for Carsey-Werner's *You Bet Your Life* have perked up activity in the first-run syndication market, with Group W Productions officially rolling out the soft-talk *Vicki Lawrence Show* and the marital-relationship game show *That's Amore* after extensive testing.

48 / DIARY DISPUTE IN DAVENPORT

Fox affiliate KLJB-TV in Davenport, Iowa, earned a competitor's—and



SMPTE will address digital compression advances (page 34).

34 / SPECIAL REPORT

THE DIGITIZATION OF TV CONTINUES

36 / COMPRESSION FIELD TESTS BY MARCH

Digital satellite TV takes a major step on its way from the drawing board to the living room Nov. 29, the due date for developers and manufacturers to submit their compression design proposals to Cable Laboratories Inc. Field tests are expected to begin as soon as February or March, and Tele-Communications Inc. and Viacom International, co-issuers of the request for proposals, expect to sign satellite transmission and reception equipment contracts with providers by mid-1992.

40 / GROUP OWNERS' CAUTIOUS MOVES

In their equipment purchases, group owners say they are looking for both improved technology and operating savings—advantages offered by digital—but few are rushing to replace their working analog equipment before they absolutely have to. Instead, the move to digital has been slow but steady.

41 / DIGITAL'S OLYMPIC HURDLES

Often a proving ground for exciting new state-of-the-art equipment, the winter and summer Olympics in '92 will be covered with nuts-and-bolts innovation in digital. Most of the equipment the networks pack off to Albertville, France (CBS), and Barcelona (NBC) will employ the new technology.

Nielsen's—ire when it aired promotional spots encouraging viewers with ratings diaries to "remember you are watching KLJB." Nielsen called the practice a clear violation of its rules, and the station said it would pull the spots last week.

49 / UNKEL ENTERS INDEPENDENT GAME

Robert Unkel, former vice president of programing at Twentieth Television, has entered the independent production business with an exclusive agreement to develop new programing for his old company. Say Unkel Enterprises has three series in development: *The Warren Files*, a reality series featuring a husband-and-wife paranormal team; a revival of the 1954-61 Art Linkletter series *People Are Funny* and a relationship counseling show called *Getting Personal*.

52 / DILLER: DROP COMPULSORY LICENSE

In an open letter to broadcasting and cable, Fox Inc. CEO Barry Diller says the current fight over retransmission consent masks the real issue that industries need to tackle: the compulsory license. He argues the justification for its creation has "faded with time."

53 / 'CALL TO ARMS' AT RAB

Gary Fries, newly elected president of the Radio Advertising Bureau, says his initial challenge will be to market radio on a national level. RAB's board has given Fries a mandate to beef up operations in order to make the association more attractive to members.

56 / SLOW GOING ON CABLE SPORTS NEWS

Despite the big audiences for televised sports, programers and producers have been hesitant about proceeding with a sports news network. NBC, Cablevision Systems and TCI's Liberty Media are looking into a service they would feed to regional sports networks, and ESPN is looking at sports news solely as a programing component when and if it decides to launch a second event channel.

60 / COMMENTS ON LOWEST UNIT CHARGE

The FCC received comments from politicians and broadcasters last week on the agency's proposed pre-emption of court cases involving alleged overcharges for advertising. Politicians who say they did not receive the mandated lowest-unit-charge rates when they bought time on stations want the courts to settle their claims; broadcasters urged the FCC—and the agency seems inclined to agree—to assert sole jurisdiction over enforcement of the law.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Oct 14	ABC 14.6/23			56. MacGyver [9.8/16] 9.1/15	10.5/17	19. NFL Monday Night Football—NY Giants vs. Pittsburgh Steelers [16.3/26] 16.8/25	18.3/27	16.9/25	15.8/25
	CBS 17.2/26			19. Evening Shade [16.3/26]	13. Major Dad [17.4/26]	4. Murphy Brown [19.7/28]	9. Designg Wmn [17.7/26]	22. Northern Exposure [16.1/25] 16.4/25	15.8/26
	NBC 16.7/25			31. Fresh Prince [13.5/21]	41. Blossom [12.0/18]	6. NBC Movie of the Week Monday—A Woman Named Jackie Pt. 2 [18.6/28] 17.0/24	18.7/27	19.6/30	19.2/32
Tuesday Oct 15	ABC 15.3/24			17. Full House [16.6/27]	15. Home Improve- ment	2. Roseanne [20.6/31]	12. Coach [17.5/26]	52. Homefront [10.2/17] 10.9/17	9.5/16
	CBS 12.0/19			28. Rescue: 911 [14.0/22] 13.4/22	14.6/23	47. CBS Tuesday Movie—Major League [11.0/17] 9.2/14	9.8/15	12.5/20	12.5/21
	NBC 16.1/25			52. I'll Fly Away [10.2/16] 9.6/15	10.9/17	5. NBC Movie of the Week Tuesday—A Woman Named Jackie Pt. 3 [19.1/30] 17.7/26	18.8/28	20.1/32	19.8/34
Wednesday Oct 16	ABC 11.6/19			38. Dinosaurs [12.4/21]	27. Wonder Years [14.2/23]	25. Doogie Hwsr [15.3/24]	51. Sibs [10.3/16]	59. Anything But Love [9.6/16]	73. Good & Evil [7.5/13]
	CBS 15.8/26			71. Teech [7.9/14]	7. CBS National League Championship Game 6—Atlanta at Pittsburgh [18.3/31] 12.1/20	16.0/25	18.6/30	19.7/32	20.5/35
	NBC 13.1/22			18. Unsolved Mysteries [16.4/27] 16.1/27	16.8/27	43. Night Court [11.6/18]	43. Seinfeld [11.6/19]	45. Quantum Leap [11.3/20] 11.0/18	11.6/21
Thursday Oct 17	ABC 7.8/12			78. Pros and Cons [7.0/11] 6.5/10	7.4/11	76. FBI: Untold Stories [7.3/11]	69. American Detective [8.0/12]	63. Primetime Live [8.8/14] 9.0/14	8.5/14
	CBS 17.6/27			61. Top Cops [9.3/15]	3. CBS National League Championship Game 7—Atlanta at Pittsburgh [19.8/32] 14.8/24	18.3/28	20.2/30	21.2/32	21.5/34
	NBC 15.6/24			24. Cosby [15.5/25]	26. A Different World [15.1/23]	13. Cheers [17.4/26]	30. Wings [13.7/20]	23. L.A. Law [15.9/26] 15.8/24	15.9/27
	FOX 10.4/16			36. Simpsons [13.4/22]	65. Drexell's Class [8.3/13]	52. Beverly Hills 90210 [10.2/15] 10.1/15	10.4/15		
Friday Oct 18	ABC 12.2/23			35. Family Matters [12.8/25]	32. Step By Step [13.2/25]	47. Perfect Strgrs [11.0/20]	58. Baby Talk [9.7/17]	32. 20/20 [13.2/25] 13.3/25	13.1/26
	CBS 6.8/13			85. Brooklyn Br [5.6/11]	86. Princesses [5.4/10]	74. Palace Guard* [7.4/14] 6.6/12	7.0/13	8.0/15	7.9/15
	NBC 12.3/23			28. Matlock* [14.0/26] 12.3/24	13.7/25	15.0/27	15.2/27	62. Reasonable Doubts [9.0/17] 9.2/17	8.9/17
	FOX 6.7/12			84. America's Most Wanted [5.9/11] 5.7/11	6.1/11	74. UFO Report: Sightings [7.4/13] 7.4/13	7.4/13		
Saturday Oct 19	ABC 6.9/12			65. Who's the Boss? [8.3/15]	65. Growing Pains [8.3/15]	82. ABC Saturday Movie Special—Who's That Girl? [6.2/11] 6.2/11	6.0/10	6.4/11	6.5/12
	CBS 16.5/30			56. Pre Game Show [9.8/19]	9. CBS World Series Game 1—Atlanta at Minnesota [17.7/32] 15.4/29	17.4/32	18.5/33	19.1/33	19.0/34
	NBC 11.3/20			47. Golden Girls [11.0/20]	60. Torkelsons [9.4/17]	34. Empty Nest [12.9/23]	41. Nurses [12.0/21]	46. Sisters [11.1/20] 11.1/20	11.1/21
	FOX 6.8/12			77. Cops [7.1/13]	72. Cops 2 [7.8/14]	83. Beverly Hills 90210 [6.1/11] 5.9/10	6.4/11		
Sunday Oct 20	ABC 15.2/24	55. Life Goes On [10.1/17] 8.8/15	11.3/19	8. Am. Fun. H. Videos [17.9/28]	19. Am. Funniest People [16.3/25]	15. ABC Sunday Night Movie—Dynasty: The Reunion Pt. 1 [16.8/25] 16.6/24	17.4/25	17.2/26	15.9/26
	CBS 19.8/31	9. 60 Minutes [17.7/30] 17.2/30	18.2/30	39. Pre Game Show [12.2/20]	1. CBS World Series Game 4—Pittsburgh at Atlanta [21.7/34] 19.3/30	21.9/33	22.7/34	22.9/34	23.8/37
	NBC 9.3/14	89. Adv. Mark/Brian [4.6/8]	86. Eerie, Ind. [5.4/9]	80. Man of the People [6.7/10]	68. Pacific Station [8.1/12]	39. NBC Sunday Night Movie—I Still Dream of Jeannie [12.3/20] 11.7/17	12.3/18	12.6/19	12.5/20
	FOX 7.9/12	80. True Colors [6.7/12]	79. Parker Lws [6.8/11]	36. In Living Color [12.7/20]	64. Roc [8.6/13]	50. Married/Chdn [10.5/15]	69. Herman's Head [8.0/12]	88. Sunday Comics [5.0/8] 5.3/8	4.6/8

WEEKLY PRIME TIME AVERAGE	ABC 12.1/20	CBS 15.3/25	NBC 13.3/22	FOX 7.9/13	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 12.0/20	CBS 13.8/23	NBC 12.6/21	FOX 7.9/13	*—PREMIERE

NIGHTLY RATING/SHARE   RANKING/SHOW [PROGRAM RATING/SHARE]   HALF-HOUR RATING/SHARE   SOURCE: A.C. NIELSEN

NTIA CALLS FOR TELCO ENTRY INTO CABLE

Commerce Department report says the U.S. could boost its competitive position in world technology by lifting ban; motivation for backing cable-telco crossownership is to provide incentives for private companies to upgrade current telecommunications infrastructure

The United States could strengthen its competitive standing with the major industrialized countries of the world and advance the level of communication technologically if it lifts the cable-telephone company crossownership restrictions in the 1984 Cable Act, the National Telecommunications and Information Administration concluded last week.

"Telecommunications in the Age of Information," a report released by NTIA last Tuesday (Oct. 22), concludes that allowing regional Bell operating companies (RBOC's) to own, control and distribute television programing in their regional service areas "could promote infrastructure development by increasing their incentives to deploy integrated broadband systems and other advanced networks."

The report continues: "In general, government restrictions that have the effect of limiting the uses to which new technology can be put tend to be inefficient and anticompetitive, and retard investment in the new technology."

Commerce Secretary Robert Mosbacher signed the front of the NTIA report, which, according to Janice Obuchowski, assistant secretary for communications and information, represents the Commerce Department policy on future telecommunications infrastructure improvement.

The 315-page report is "the most comprehensive docket on this subject, not just in the United States, but in the world," Obuchowski said. "Telecommunications has gone from a business-page issue to a front-page issue" since NTIA began preparing the report in January 1990, she said.

The Commerce Department's prime motivation for backing cable-telco crossownership and the report's other recommendations is to provide incentives for private companies to upgrade the current telecommunications infrastructure. The U.S., the report concludes, currently maintains its traditional leadership in telecommunications technology and services. But it is rapidly being overtaken by the world's other major industrialized nations.

Group of Seven Future Telecommunications Deployment

		United States	Japan	West Germany	France	Italy	United Kingdom	Canada
Percentage of Digital Switches by Subscriber Lines	(a) 1994	68.2%	76.0%	38.0%	86.5%	N/A	92.0%	87.5%
	1989	42.5%	31.0%	2.6%	70.7%	16.1%	38.0%	51.4%
Percentage of Electronic Switches by Central Offices	(a) 1994	98.2%	93.0%	N/A	98.7%	N/A	92.0%	96.3%
	1989	92.6%	52.7%	2.8%	84.6%	17.6%	59.5%	68.5%
Percentage of ISDN Coverage by Equipped Access Line	(a) 1994	49.8%	100.0%	100.0%	100.0%	N/A	N/A	N/A
	1989	.1%	69.0%	N/A	100.0% (b)	N/A	N/A	N/A
Percentage of Offices with SS7 Capability	(a) 1994	57.0%	N/A	N/A	100.0%	N/A	83.0%	60.2%
	1989	6.3%	N/A	N/A	47.6%	N/A	6.2%	8.4%

(a) 1994 figures are industry estimates from a variety of sources, including Wallace and CC Docket No. 89-624 (Feb. 1990)

(b) 1990 Estimate

Source: AT&T, BT, DBP Telekom, FCC, FT, MESA

U.S. deployment of integrated services digital networks (ISDN), for example, had just begun in 1989 and was well behind France and Japan. The NTIA report projects that by 1994, ISDN will be available to 100% of the populations of France, Japan and West Germany (but not East Germany), while it will be available in only 50% of the U.S. (see chart below). Canada, France and the United Kingdom will lead the U.S. in deployment of SS7, a signaling technology that greatly increases the speed at which calls are processed.

NTIA was careful to avoid the appearance of setting an "industrial policy." All technology upgrades should be funded and constructed by private industry using its own time, said Thomas J. Sugrue, deputy assistant secretary for communications and information. Sugrue cited the Bush administration's view toward the Communications Competitiveness and Infrastructure Modernization Act (S. 1200/H.R. 2546). The administration favors the bill's proposed lifting of the Cable Act's cable-telco crossownership restriction, but opposes a provision directing RBOC's to complete construction of a large-scale fiber-optic network by 2015.

"The video restriction in the Cable Act of 1984 could impair, as we go forward, investment in local exchange infrastructure," Sugrue said. To guard against RBOC development of video services monopolies, their entry into the business is recommended on a common carrier basis only and with rules prohibiting cross-subsidization with the local exchange networks and other RBOC services.

"As we look around at the cable TV industry, what we see is a wide variety of vertical arrangements between pro-

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KYAK(AM)-KGOT(FM) Anchorage and KIAK-AM-FM Fairbanks, both Alaska. Sold by Olympia Broadcasting Corp. to Alaska Broadcast Communication Inc. for $1.225 million cash. **Seller** is headed by Archie Kovanen, and owns one AM and two FM's, and Olympia Radio Network. **Buyer** is headed by Roy Paschal, and owns three AM's and three FM's. KYAK is fulltimer with country/news format on 650 khz and 50 kw. KGOT has CHR format on 101.3 mhz with 26 kw and ant. 70 ft. KIAK(AM) is fulltimer with news/sports format on 970 khz with 5 kw. KIAK-FM has country format on 102.5 mhz with 26.3 kw and ant. 1,626 ft. *Broker: Media Venture Partners.*

KSFA(AM)-KTBQ(FM) Nacogdoches, Tex. □ Sold by Center City Communications to George B. Wilkes for $700,000. **Seller** is headed by Ken Williams, and has interest in one AM and one FM. **Buyer** has interest in one AM. KSFA has urban format on 860 khz with 1 kw day, 500 w night. KTBQ has CHR format on 107.7 mhz with 50 kw and ant. 492 ft. *Broker: Whitley Media.*

KMPG(FM) Monahans (Odessa-Midland), Tex. □ Sold by Rusk Corp. to FHL Communications for $325,000. **Seller** is headed by J.H. Jones, and has interest in KTRH(AM)-KLOL(FM) Houston, KSMG(FM) Seguin (San Antonio) and KHFI-FM Georgetown (Austin), all Texas. **Buyer** is headed by George Holcomb, and has no other broadcast interests. KMPG has AC format on 102.1 mhz with 1 kw and ant. 984 ft. *Broker: Whitley Media.*

PROPOSED STATION TRADES

By volume and number of sales

	Volume	Sales
Last Week:		
AM's	**$754,401**	**4**
FM's	**$735,000**	**3**
AM-FM's	**$2,157,000**	**5**
TV's	**$200**	**2**
Total	**$3,646,601**	**14**
Year to Date:		
AM's	**$68,993,773**	**228**
FM's	**$176,477,708**	**236**
AM-FM's	**$255,924,574**	**171**
TV's	**$926,854,400**	**69**
Total	**$1,428,250,455**	**704**

For 1990 total see Jan. 7, 1991 BROADCASTING.

GARDINER BROADCASTING: CULTIVATING THE ROCKIES

A string of eight radio stations linked by a satellite-fed format has been hung over five ski resorts in the Rockies. The plan's craftsman is Clifton Gardiner, a broker/financial adviser whose Denver-based office has just moved to Vail, where the administrative offices of Gardiner Broadcasting will be located and from where the satellite feed for the stations is scheduled to begin Dec. 1.

Gardiner said the five FM stations will be fed with a customized satellite format approximating a "hot adult-contemporary" sound meant to appeal to the resort's 20-48 demographic. The resorts, he added, are also "very upscale" containing, he said, four of the country's top five markets in retail sales per capita. Initially, the three AM stations will carry a country format from Satellite Music Networks.

Each station will have a local sales staff and a hard-disk memory system. While music is played, local ads and localized "talk" from the uplink studio will be downloaded into each station's memory system, which will then play back the material during the appropriate breaks. Each station will also be equipped with a studio and at least one of each station's sales staff will double, if needed, as on-air talent.

The stations being bought are KZYR(FM) Avon (Vail); KSNO-AM-FM Aspen; KSMT(FM) Breckenridge; KKMS-AM-FM Steamboat Springs and KGUC-AM-FM Gunnison (Crested Butte). Four of the station acquisitions have already closed; the two other AM-FM combo agreements are still before the FCC. The total consideration for the stations, Gardiner said, is $2.5 million, roughly a half to a third of what the same stations previously sold for.

Over three-quarters of the acquisition money is coming from private equity, including pension funds and trusts, which were solicited by Rochelle King, president of New York-based King Investment Banking Services.

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*Source: *Radio & Records* 10/18/91

FOR THE RECORD

As compiled by BROADCASTING from September 30 through October 4 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WGNE-FM Titusville, FL** (BALH911009HS; 98.1 mhz; 50 kw; ant. 462 ft.)—Seeks assignment of license from SBG Communications of Florida Inc. to Southern Starr Ltd. for $3.5 million. **Seller** is headed by Gerrald A. Poch, and through subsidiaries owns WACO-AM-FM Waco, TX, and WVMX(FM) Stowe, VT. **Buyer** is headed by Robert E. Long, and is parent company for licensees of KOLL(FM) Pine Bluff (Little Rock), AK; WPLR(FM) New Haven, CT, and WKNN-FM Pascagoula (Biloxi-Gulfport), MS. Filed Oct. 9.

■ **WNTZ(TV) Natchez, MS** (BALCT911009KE; ch. 48; 1,186 kw-V; 119 kw-A; ant. 843 ft.)—Seeks assignment of license from Associated Broadcasters Inc., receiver, to Ozone General Partnership; purchase agreement to be filed as amendment within next few days. **Seller** is headed by Thomas R. Galloway Sr. and is also licensee of KPEJ(TV) Odessa, KVEO(TV) Brownsville and KWKT(TV) Waco, all Texas. Galloway also owns Communications Corp., licensee of KEZA(FM) Fayetteville, AR, and KPEL(AM)-KTDY(FM) Lafayette, LA. **Buyer** is owned equally by general partners and siblings Alan N. Perkins, William S. Perkins, David R. Perkins and Margaret C. Perkins, and has no other broadcast interests. Filed Oct. 9.

■ **KZMC-FM McCook, NE** (BALH911001HH; 105.3 mhz; 100 kw; ant. 622 ft.)—Seeks assignment of license from KZMC Inc. to AmFirst Bank for $180,000 in lieu of foreclosure. **Seller** is headed by John A. Cartwright Jr. (15%), and has no other broadcast interests. **Buyer** is headed by Van Korell and is owned (99.2%) by AmFirst Financial Services Inc. It has 40% stock interest in licensee. Filed Oct. 1.

■ **WYNC(AM) Yanceyville, NC** (BAL911003EA; 1540 khz; 2.5 w-D)—Seeks assignment of license from Ansun Broadcasting Co. to Semora Broadcasting Inc. for $102,401; station is currently off-air. **Seller** is headed by Gene E. Ward and has no other broadcast interests. **Buyer** is headed by Harry Myers, who owns WRXO(AM)-WKRX(FM) Roxboro, NC. Filed Oct. 3.

■ **WIZE(AM) Springfield, OH** (BAL911011EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Great Trails Broadcasting Corp. to Staggs Broadcasting Inc. for $300,000. **Seller** is headed by Alexander J. Williams, and is also licensee of WHAG-TV Hagerstown, MD; WFFT-TV Fort Wayne, IN, and WING(AM)-WGTZ(FM) Dayton-Eaton and WCOL-AM-FM Columbus, both Ohio. **Buyer** is headed by Gerald F. Staggs (60%), and has no other broadcast interests. Filed Oct. 11.

■ **WTVG(TV) Toledo, OH** (BTCCT911002KF; ch. 13; 316 kw-V; 18.2 kw-A; ant. 1,000 ft.) Seeks transfer of control within WTVG Inc. for $200.01. **Sellers** are T. Anderson Lee, Jeffrey H. Lee and Terry Lee, who are together selling 50% (20,001 shares) of stock; transaction is one of three stock transfer scenarios requested by parties to enable buyer to acquire control of licensee. **Buyer** is Media-Communications Partners Ltd., owned (20%) by TA Communications GP Ltd., which is headed by general partners David D. Croll (35.9867%), Richard H. Churchill Jr. (23.5274%), Stephen F. Gormley (16.6094%), James F. Wade (11.0765%) and William P. Collatos (12.8%), who are limited partners of licensee of WFRL(AM)-WXXQ(FM) Freeport, IL. They have interests in cable TV system serving Livingston and Wastinau, both Michigan. Croll, Churchill, Gormley and Collatos also have interests in cable TV system serving Long Beach and Signal Hill, both California. Filed Oct. 2.

■ **WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis** (WDVE: BALH911011GE; 102.5 mhz; 55 kw; ant. 820 ft.; WNDE: BAL911011GF; 94.7 mhz; 52 kw; ant. 850 ft.; WFBQ: BALH911011GG; 94.7 mhz; 52 kw; ant. 850 ft.)—

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
Total Radio	**10,989**	**1,565**	**12,554**
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
■ Total TV	**1,486**	**198**	**1,684**
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
■ Total LPTV	**925**	**948**	**1,873**
FM translators	1,875	374	2,239
VHF translators	2,698	78	2,776
UHF translators	2,334	292	2,626

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.